



United Way of
Southwestern Pennsylvania

Serving Allegheny, Westmoreland,
Fayette & Southern Armstrong Counties

Coaching Boys Into Men Expansion

2015 United Way Request for Proposals

BACKGROUND DOCUMENT

I. INTRODUCTION

Coaching Boys Into Men (CBIM) is a Coaches Leadership Program that equips athletic coaches with tools to teach young male athletes skills to build respectful and non-violent relationships with dating partners, and ultimately to prevent sexual assault and adolescent relationship abuse. Developed and supported by Futures Without Violence, CBIM has been shown to both decrease perpetration of sexual violence and increase bystander intervention (research articles available at www.southwestpasaysnomore.org/research). CBIM recognizes that most youth coaches see their role as much bigger than promoting athletic skills, and already embrace character building as a critical component of their job. *Coaching Boys into Men* builds on that practice and adds specific content to help coaches better address and prevent relationship abuse. Additional background information about *Coaching Boys into Men* is available at www.coachescorner.org (where the curricula itself can be previewed through the Program tab; link to the Store and request a free download of the Card Series.) Information about local implementation can be found at <http://southwestpasaysnomore.org/initiative/coaching-boys-into-men/>.

Since 2001, when *Coaching Boys into Men* launched nationally, coaches around the world have gotten involved. Over the past several years, a few domestic violence programs and rape crisis centers in Southwestern Pennsylvania have begun implementing *Coaching Boys into Men* in local high schools, colleges, and community groups. A research study is underway to implement the program in local middle schools and measure its effectiveness. Over the coming years we want to support expansion of these efforts, with the goal of institutionalizing *Coaching Boys into Men* throughout regional youth sports programs.

Coaching Boys into Men is a component of *Southwest PA Says NO MORE*, a regional initiative to end domestic and sexual violence that is supported by a partnership between FISA Foundation, the United Way, and the Heinz Endowments. More information about the initiative is available at www.SouthwestPASaysNoMore.org.

United Way is poised to enter its first one-year grant cycle to support the implementation of CBIM in Southwestern Pennsylvania by increasing local capacity for outreach, training and ongoing support for implementation. Note, United Way is actively fundraising to provide multi-year funding in the future. Proposals must articulate a strategy for engaging new teams in school or community settings to successfully implement and evaluate CBIM, including engaging new and referred teams, securing buy-in and approval for adopting the program, training coaches and supporting them through successful implementation, and administering standard evaluation tools. United Way will design and implement a communications strategy to recruit coaches, school districts, and college to this effort and raise general community awareness. This should significantly diminish the need for individual grantees to engage in public relations activities.

For the 2015 process, *Coaching Boys into Men* will allocate grants for one year. Agencies will be required to report at least twice a year and will receive technical assistance coordinated by the United Way (which may include access to national expertise from Futures Without Violence or



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Dr. Elizabeth Miller, chief evaluator). The target population for *Coaching Boys into Men* includes athletic coaches of male sports teams. It has been developed for high school athletes but proposals may include partnerships with colleges and universities. (For the first cycle, proposed projects should avoid serving middle-school athletes (in order to avoid interfering with a *CBIM* research study that is underway).)

Statement of Need:

According to the World Health Organization, intimate partner violence and sexual violence against women are major public health problems and violations of human rights which result in serious short- and long-term physical, sexual and reproductive, and mental health problems.

Intimate Partner Violence is very common and adolescent girls are at highest risk.

- Nearly 1 in 3 adolescent girls in the US is a victim of physical, emotional or verbal abuse by a dating partner,¹ 1 in 5 adolescent girls report physical or sexual violence by a dating partner,² and over 1 in 10 high school girls report forced sex.³
- Women ages 16-24 report the highest rates of violence by a partner;^{4,5,6} women ages 12-19 have the highest rates of rape and sexual assault.⁷
- Almost 80% of women sexually assaulted indicate their first such experience was before the age of 25.^{8,9}

Males are overwhelmingly the perpetrators of physically forced forms of sexual violence (e.g., rape, etc.).^{4,10} To prevent intimate partner violence, we must increase our focus on reducing perpetration among adolescent boys and young men and increasing effective bystander intervention to prepare them to stand up to peers who exhibit negative attitudes toward women and girls.

It is important to focus prevention messages on male student athletes for two reasons:

- There is a higher prevalence of DV perpetration and endorsement of attitudes supportive of violence against women among athletes^{11,12}.
- Athletes also demonstrate greater leadership ability compared with non-athletes¹³, and they can be instrumental in establishing more positive social and cultural norms among their peers¹⁴⁻¹⁶.

Athletic coaches play a critical role as adult influencers who can positively impact how young men think and behave. They can be natural allies in preventing violence towards women and girls.

United Way Response:

United Way has a long history of investing in the community's safety, and supporting critical needs. As a human services leader and change agent, United Way must also ensure that the resources with which it has been entrusted by the community are spent efficiently and



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effectively. This funding cycle provides the opportunity to implement and grow *Coaching Boys into Men*.

II. PROPOSAL PROCESS

2015 Request for Proposals (RFP) – Coaching Boys into Men

United Way's 2015 *Coaching Boys into Men* RFP encourages exemplary nonprofit agencies that have the capacity to build relationships with high school and college athletics coaches in school or community settings to apply to expand implementation of this evidence-based program designed to prevent sexual assault and adolescent relationship abuse. Program components include: outreach and securing a commitment from coaches/schools/community agencies to implement; training athletic coaches on dynamics of relationship abuse and on the program itself; supporting coaches and athletes throughout the sports season to ensure successful implementation; and administering pre- and post- evaluation surveys for coaches and athletes. Coaches vary in their needs for support, ranging from periodic check-ins and assistance with evaluation logistics to weekly on-site presence and participation in message delivery. Successful proposals will include a combination of proactive outreach strategies to engage school and community partners as well as an ability to respond to an influx of new requests for training by interested coaches referred to your organization. Referrals may come through a variety of sources including the *Southwest PA Says NO MORE* project team and the *PA 2-1-1 Southwest* referral network. Over the course of the project, we expect that grantees will strategically optimize the impact of the program by adjusting content and delivery.

The total expected to be available to invest in this RFP is approximately \$ 185,000 for year one. United Way is not placing a limit on the amount that may be requested, but agencies should consider award amounts between \$15,000 and \$60,000 per year when developing proposals.

If you are interested in applying, please read the attached background document and submit your proposal here: <https://www.tfaforms.com/385575>. All proposals are due September 28th, 2015 by close of business.

Funding awards will be announced in December 2015, to be effective from January 1, 2016 through December 31, 2016.

Agency Eligibility

A single agency or collaborations of multiple agencies may submit a proposal. Agencies (or lead agencies, in the case of a collaboration) must be:

- 501(c)(3) organizations located and providing a health or human service in Southwest PA. Arts, cultural, religious, recreational, political programs, government agencies, and institutions providing formal education are not eligible for funding but may participate as unfunded partners.



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- In full compliance with all federal, state, county, and local requirements and laws pertaining to non-profits, including the USA Patriot Act and other counterterrorism laws.
- In full compliance with the requirements of the Pennsylvania Solicitation of Funds for Charitable Purposes Act, Act 1990-202 (H.B. 365), § 1, approved Dec. 19, 1990.
- Able to provide all documentation requested as noted in the RFP process

Proposal Timeline

Dates	Coaching Boys Into Men
Aug 29, 2015	RFP Announcement Meeting
Aug 2015	RFP Materials Posted on United Way Website
Sept 1 – 15, 2015	Proposal Feedback Sessions - by appointment
Sept 28, 2015	Applicants Submit Proposal Forms on-line by 5 P.M.
October 2015	Providers invited to participate in site visits to occur in early November 2015; those not moving forward notified by phone
November 2015	UW Staff Notify Providers, Schedule Site Visits
November 2015	Executive Committee Review of Recommendations and Approval
December 8, 2015	United Way Board Meeting

III. INVESTMENT STRATEGY

Successful proposals will clearly outline a comprehensive implementation strategy for *Coaching Boys into Men*. This RFP process is specifically geared towards scaling up the program with the long term vision of having all school and community-based athletic programs for high school and college age students in SWPA adopt and implement CBIM as an active strategy for preventing sexual assault and adolescent relationship abuse. We assume organizations will need to add or reallocate staff in order to implement this program. Applicants who are already implementing *Coaching Boys into Men* must clearly convey how these funds would be used to expand the program rather than to support continued implementation with current teams.



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IV. PROPOSAL SUMMARY QUESTIONS

Agency Information

1. Agency Name
2. Program Name
3. Executive Director
4. Executive Director Email
5. Phone
6. Contact Person
7. Contact Email

Project and Organization Funding (From most recent 990)

1. Line 12 - Total Revenue
2. Management & General
3. Fundraising
4. Administrative Overhead %
5. Line 19- Revenue less Expenses
6. Total projected yearly cost to operate CBIM program
7. Dollar amount of this funding request (year 1 only)
8. Program budget

Background Information

1. Agency Mission Statement
2. Provide a brief description of your organization's history
3. Describe the agency's core program services
4. Geographic service area

Project Description

1. Please describe how your agency intends to implement or scale up *Coaching Boys into Men*, including engagement strategy, training for coaches, support as needed throughout implementation, and administering evaluation tools. (NOTE: This funding is intended to expand implementation of CBIM to reach new teams and is not intended to replace any existing funding or underwrite continuation of CBIM with teams who are already implementing.)
2. Identify which high schools or college teams or community groups your agency will seek to partner with. Briefly describe your agency's existing relationships with the schools and/or sports programs identified.
3. The United Way will publicly promote *Coaching Boys into Men* and expects to generate inquiries from coaches/schools/community groups who want to



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implement the program. Describe your agency's parameters for accepting these kinds of referrals (for instance, geographic boundaries of your service area or capacity issues).

4. Describe your agency's expertise in promoting effective prevention of adolescent relationship abuse (sexual assault or intimate partner violence). If this is not a core competency or central part of your mission, describe the partnership you have established with a domestic violence program or rape crisis center to assist with training and advising your implementation).
5. Has your agency previously implemented *Coaching Boys into Men*?
 - a. If yes, please indicate any changes you intend to implement with this new proposal and why.
 - b. If no, please use this space to discuss any challenges you anticipate in implementing *Coaching Boys Into Men* and how your proposal is designed to mitigate those challenges.
6. Why did your organization decide to pursue funding to implement this program? How is your agency uniquely positioned to succeed in this effort?



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References

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12. Boeringer S. Associations of rape-supportive attitudes with fraternal and athletic participation. *Violence Against Women* 1999;5:81-9.
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