



2024/2025 Emergency Solutions Grant (ESG) Notice of Funding Availability (NOFA)

APPLICATION OVERVIEW WEBINAR
MAY 30, 2024

Notice of Funding Availability

- Kentucky Housing Corporation (KHC) is seeking eligible applicants **committed to ending homelessness** to administer projects funded through the U.S. Department of Housing and Urban Development (HUD) Emergency Solutions Grant (ESG) Program. ([ESG Interim Rule: 24 CFR 576](#))
- On May 24, 2024, KHC issued a [Notice of Funding Availability \(NOFA\)](#) outlining the application process and funding priorities for the allocation of 2024/2025 ESG funds.
- The 2024/2025 ESG NOFA and other important documents and links are available on [ESG page](#) of the KHC website (kyhousing.org).

ESG Webpage

2024/2025 ESG Notice of Funding Availability (NOFA)

The **2024/2025 Emergency Solutions Grant (ESG) Competitive Application Round** will open **8 a.m. ET Friday, May 24, 2024**. Below you will find additional information about the application process.

Application Materials

1. [2024/2025 ESG Notice of Funding Availability \(NOFA\)](#)
2. [2024/2025 ESG Certifications and Assurances](#)
3. [Blank Sample Application](#)
4. [Certificate of Local Approval for Emergency Shelter](#)
5. [ESG RRH Scoresheet \(coming soon\)](#)
6. [ESG ES, SO, PREV Scoresheet \(coming soon\)](#)

Universal Funding Application

All ESG applications must be submitted through KHC's [Universal Funding Application \(UFA\)](#) online platform. Visit the [FAQ](#) section of the UFA webpage for information on how to create an account, start an application, etc. The name of the application in the UFA is **2024/2025 Emergency Solutions Grant Application**.

Submission Deadline

- **[Application Submission Deadline](#) - 5 p.m. ET, Friday, June 21, 2024**

ESG Application Webinar

An informational webinar will be held at 11 a.m. ET on Thursday, May 30, 2024.

[Registration](#) is required.

Notice of Funding Availability

- This competitive application round is for ESG Program Years (PY) 2024 **AND** 2025.
- Applicants awarded funding for PY 2024 will be eligible for renewal funding in PY 2025 so long as certain thresholds are met and funds are available from HUD.
- Grant term for PY 2024 is July 1, 2024 to December 31, 2025 (18 months).
- Grant term for PY 2025 is July 1, 2025 to December 31, 2026 (18 months).
- The next competitive application round is anticipated to occur in Spring 2026.

Eligible Components

Applicants may request funds for one or more of the five eligible ESG Program Components outlined in the [ESG Interim Rule \(24 CFR 576\)](#).

- **Street Outreach (SO) – [576.101](#)**
- **Emergency Shelter (ES) – [576.102](#)**
 - Essential Services for Persons in Shelters
 - Renovation (including major rehab and conversion)
 - Shelter Operations
- **Homelessness Prevention (PREV) – [576.103](#)**
- **Rapid Rehousing (RRH) – [576.104](#)**
- **Homelessness Management Information System (HMIS) – [576.107](#)** (must be requested in conjunction with one of the 4 components above)
- **Up to 3.75%** of the total funds requested by an applicant for one or more of the components above may be used for eligible **Administration (ADMIN) activities.** –[576.108](#)

Eligible Applicants

- Units of Local Government
- Private Non-Profit Organizations

Balance of State ESG resources are not eligible to be used for projects or activities located in Fayette (Lexington) or Jefferson (Louisville) counties.

Faith-based organizations are eligible to apply but must provide all ESG-funded activities in a manner that is free from religious influence.

Shelters that are not open year-round are not eligible to apply for ESG funding (e.g., seasonal shelters that operate only during the winter months)

Funding Parameters

- Budget request capped at \$150,000 per application (see additional details below).
- **New This Year:** Victim Service Providers (VSPs) may not request more than \$100,000 for Emergency Shelter activities. VSPs may still request the full \$150,000 amount so long as the ES component request does not exceed \$100,000.
- An organization may submit more than one application if it operates a shelter in more than one county; OR
- An organization may submit two applications per county if it operates more than one shelter in a county. Contact KHC if you're thinking about doing this!
- No more than two applications per organization under the circumstances above.

Match Requirement

- The ESG program requires at least a 100% Match, which means applicants must commit and fulfill at least a dollar-for-dollar match of its awarded amount.
- Match can be cash or in-kind but can only be counted as match if the expense/use is an eligible ESG activity.
- More info at [576.201](#)

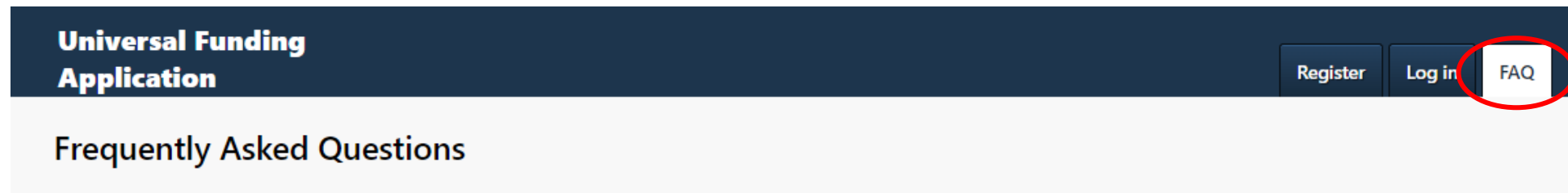
Application Deadline

**Application
Submission Deadline**

Friday, June 21, 2024
5:00 p.m. ET

Universal Funding Application (UFA)

- Applications must be completed and submitted in KHC's Universal Funding Application (UFA) System. <https://wapps.kyhousing.org/UFA/User/Login>
- The name of the funding round in the UFA is **“2024/2025 Emergency Solutions Grant Application”** and is available under the **“Specialized Funding”** application type/tab once you create an account/login.
- For step-by-step instructions, start with the [FAQ section](#) of the UFA.



Kentucky Housing Corporation (KHC) created an electronic funding application system that will be used to request funding from most programs administered by the corporation.

It is recommended that you use Internet Explorer 9 or above, the latest version of Firefox or Chrome when completing your application.

UFA FAQ Section Examples

▼ Profile Questions

- + How Do I Create a User Account?
- + How Do I Update My Profile?
- + What If I Can't Remember My Password?

▼ Team Questions

Teams are used to create a group of people that create and manage applications for your organization.

- + Is There a Limit To The Number Of Teams I Can Have?
- + Is There a Limit To The Number Of Users I Can Place On a Team?
- + Is There a Limit To The Number Of Teams I Can Be On?
- + How Do I Create A Team?
- + How Do I Add a Member
- + Remove a Team Member
- + Change a Team Member Access
- + What Are Special Permissions?

▼ Application Questions

- + How Do I Create A New Application?
- + How Do I Rename An Application?
- + How Do I Delete An Application?
- + Request to Recall an Application:
- + Print Application Functions:
- + Additional Application Information:

New to UFA

- You will need to register (i.e., “create a user account”) before you can proceed with starting the application.

<https://wapps.kyhousing.org/UFA/User/Register>

- When registering, select “Admin” from the dropdown box if you will maintain all UFA users for your organization and have access to all UFA functions.





- After registering, you will need to “create a team” before creating the application. (See next slide)


Create a Team in UFA


Team Questions

Teams are used to create a group of people that create and manage applications for your organization.

 Is There a Limit To The Number Of Teams I Can Have?


 Is There a Limit To The Number Of Users I Can Place On a Team?

 Is There a Limit To The Number Of Teams I Can Be On?


 How Do I Create A Team?

In order to create a team, you must be the Company Administrator.

- Click 'Manage Teams'
- Click 'Add A New Team'
- Enter a Team Name
- Check the box for the product or products you would like this team to use
- Click 'Save'

 How Do I Add a Member

In order to add a team member, you must be the Company Administrator or a Team Leader, and the person you are adding must be a registered user.

1. Click 'Manage Teams'
2. Expand the team by clicking the 
3. Click 'Add A New Team Member'
4. Type the user's name (Firstname, Lastname, or User name)
5. Select the correct user from the autocomplete list
6. Select the role from the dropdown box
 - a. Administrator
 - i. Has access to all functions
 - b. Team Leader
 - i. Cannot change team information, but can manage all application functions
 - c. Team Member
 - i. Limited to some application functions
7. Apply special permissions if applicable
8. Click 'Save'

Create an Application

▼ Application Questions




How Do I Create A New Application?



In order to create an application, you must be a member of a team and have the appropriate permissions applied.

1. On the 'Home' page, select the tab for the appropriate application type
2. Click 'Create New Application'
3. If asked to 'Select A Team'
 - This is the team that will be associated with the application
 1. Select the appropriate team
 2. Click 'Next'
4. If asked to 'Select A Funding Round'
 - This is the funding round you are creating an application for
 1. Select the appropriate funding round
 2. Click 'Next'
5. The next step only applies to some funding programs.
 - Click the application type you want to create
 - Click 'Next'
6. If prompted 'Do You Want To Copy From Another Application', choose one of the following:
 - Yes
 1. Select the application you wish to Copy
 2. Click Next
 - No
7. Enter a name for the project
8. Click 'Create Application'

Your Application Name

- After clicking “Create New Application”, **PLEASE include the name of your organization** in your “Application Name”. KHC sees the name you use. It is not just a name viewable by your agency only.
- Sample Application Name: [Agency Name] 2024 Emergency Solutions Grant Application
- **To edit the name of your application if you already created it and it doesn't include organization name:**

 How Do I Rename An Application?

1. Click the  to open the application information panel
2. Click  for the application to be renamed
3. Edit the project title
4. Click
 - a. 'Rename Application' to save change
 - b. 'Cancel' will not save the change



Policy Priorities

- Housing-Focused Project and System Design
- Reducing Unsheltered Homelessness
 - Increase provision of Street Outreach
 - Increase availability of Low-Barrier Shelter
- Reducing Homelessness Among Individuals
- Expanding the Availability and Flexibility of RRH
- Reducing Returns to Homelessness by Connecting People to Employment and Non-Earned Income
- System Performance Measures

Housing-Focused

- The goal is to end the person's homelessness! Or prevent it from happening entirely if possible.
- The focus must be on quickly connecting people experiencing homelessness and housing instability to permanent housing AND working (again and again if needed) to keep them housed.
- Staff engagement, the services offered, and project design are all oriented towards finding, obtaining, and maintaining permanent solutions to the person's homelessness.

Housing-Focused – Required Attachment

- Applicants applying for Emergency Shelter, Prevention, and Rapid Rehousing are required to attach their written Termination Policy for each component for which they are applying in the attachment section of the application in the UFA.
- All ESG-recipients are required, as part of the ESG Interim Rule and KHC policy, to have a written policy.
- Adherence to Housing First principles is a part of scoring. To the extent policies are inconsistent with these principles, applicants will lose points. If the written policies are not clear, applicant risks losing points as well.

Reducing Unsheltered Homelessness

- **Increase provision of Street Outreach**
 - Expand street outreach where it currently doesn't exist or is insufficient.
 - This does not mean duplication of street outreach in the same service area unless there is a legitimate reason to do so.
- **Increase availability of Low-Barrier Shelter**
 - No unnecessary requirements for who can access the shelter (e.g., warrant checks, blanket criminal background checks, sobriety)
 - No requirements to participate in “services” or “programs” to receive shelter.
 - Shelters work to screen people “in”, not “out”.
 - Shelters work to keep the person in shelter while a permanent housing solution is found, not setting up so many rules that people simply return to being unsheltered.
 - Low-barrier does not mean “no-barrier”, but any policies and “rules” should be carefully considered and not arbitrary.

Minimum ESG-Funded Shelter Requirements Relating to Low-Barriers

Emergency Shelters funded through this application:

- Cannot require people seeking and staying in shelter to have income; and
- Cannot require participation in supportive services (e.g., life skills, budgeting classes, substance use recovery treatment) or participation in/completion of any programs in order for a person to access and/or stay in shelter, such as a financial savings program.
- **New This Year:** Shelters cannot require criminal background checks or warrant checks prior to shelter admission, with the exception of checking sex offender status if the shelter serves households with children.

Reducing Individual Homelessness

- Of those experiencing unsheltered homelessness in the 2024 K-Count across the KY BoS CoC, 89.7% percent were households without children (97% of unsheltered households were individuals without children).
- When designing proposed projects, applicants should make every effort to be flexible as possible to serve households regardless of composition or gender.
- To the maximum extent possible, ESG-funded projects should serve households with and without children as well as all genders. (*HUD Equal Access Rules always apply*)

RRH Availability and Flexibility

- Applicants are strongly encouraged to provide RRH assistance in as many counties as possible (max points for 5 or more counties).
- The type and amount of RRH assistance should be dependent on the person's needs, not a cookie-cutter package of assistance that all people receive. **(New requirements on next slide)**
- All RRH projects must use a Housing-First approach.
- All RRH projects must incorporate the National Alliance on Ending Homelessness (NAEH) RRH Core Components into program design. Review the [NAEH RRH Toolkit](#) for how to implement these components.

RRH Requirements

- **New This Year: Duration** - RRH projects may not set universal, arbitrary limits of assistance such as limitations on the duration of rental assistance less than the regulatory limit of 24 months for households regardless of need (e.g., setting a cap of 3 months, 12 months, etc. for all households). Rather, the amount and duration of rental assistance should be based on the needs of each individual household and should be reassessed periodically to determine if additional assistance is needed.
- **New This Year: Lease Requirements** – The lease agreement between the tenant and the landlord must be for an initial term of 12 months. No 6-month leases will be allowable for RRH unless a waiver is provided by KHC to allow for extenuating circumstances.

RRH Requirements

- All RRH projects **must utilize a low-barrier, Housing First** approach (See pages 7-8 of NOFA).
- All RRH projects, including those only providing security deposits, utility deposits, and/or last month's rent, **must provide, at a minimum, Housing Search and Placement**—§576.105(b)(1) and **Housing Stability Case Management**—§576.105(b)(2) activities.
- These activities can be funded with ESG funds, through Match contributions, or provided through other sources.

continued on next slide...

RRH Requirements (continued)

- RRH projects that only provide security deposits, utility deposits, and/or last month's rent **must provide Housing Stability Case Management for at least 90 days** from the time the participant moves into housing OR ensure appropriate housing stability case management is being provided by another party.

Continued on next slide...

RRH Requirements (continued)

- All RRH applicants must incorporate the National Alliance on Ending Homelessness (NAEH) RRH Core Components into their program design:
 - ✓ Core Component #1:
Housing Identification
 - ✓ Core Component #2:
Rent and Move-In Assistance
 - ✓ Core Component #3:
Case Management



Rapid Re-Housing (RRH) **ends homelessness** for families and individuals.

FIND LANDLORDS & APARTMENTS	HELP PAY FOR HOUSING	CONNECT TO JOBS & SERVICES
Help people quickly find housing within one month or less.	Help people pay for housing short term; longer-term help an option.	Help access services so people can stay in housing.

The **Core Components** of Rapid Re-Housing help people **find** housing fast, help **pay** for housing, and **connect** to jobs and services.

Reducing Returns to Homelessness by Connecting to Employment and Non-Earned Income

- Ending homelessness means people do not return to homelessness after leaving it.
- Helping people increase their income, especially through employment when possible, is an excellent way help people maintain housing.
- Applicants are expected to incorporate deliberate and meaningful connections with employment opportunities and mainstream programs such as SSI or SSDI, if eligible.

RRH Requests Considered Separately

- KHC will consider requests for RRH separate from an applicant's request for other components.
- Applicants will still complete one application, but the RRH request will be scored and considered separately from the rest of the application.
- KHC intends to award a minimum of \$1 million for RRH projects but reserves the right to award more or less than this amount depending on the applications received and need.

PY 2024 Grant Funds Must Be Spent in 18 Months or Less

- All grant funds awarded for the Program Year 2024 allocation must be expended by 12/31/25
- The grant period will be 7/1/24 to 12/31/25.
- Applicants are expected to request only the amount of funds they can realistically spend in 18 months or less.
- Awardees will be eligible for renewal funding from the anticipated PY 2025 allocation for a grant term of 7/1/2025 to 12/31/2026.

Homeless Information Management System (HMIS)

- All ESG grantees must participate in the Kentucky Homeless Information Management System (HMIS) or an approved comparable database if the grantee is a Victim Service Provider (VSP).

KY Balance of State Continuum of Care (KY BoS CoC) Coordinated Entry System

- All ESG grantees must participate in KY BoS CoC Coordinated Entry System.

<https://kyhmis.zendesk.com/hc/en-us/articles/115001119703-KY-BoS-CoC-Coordinated-Entry-Policies-and-Procedures>

2024/2025 ESG Certifications and Assurances

- All ESG applicants/grantees must adhere to all requirements stated in the 2024/2025 ESG Certifications and Assurances document.

These certifications and assurances are incorporated into your grant agreement just like all policy requirements that are stated in the NOFA.

Pro Tips!

- Read the NOFA. Every word. Carefully.
- Review the Sample Application BEFORE starting the application to know what's ahead of you.
- Review Sample Scoresheets to know how we will score your application. We're literally telling you!
- Read directions on the application very closely. Every word.
- Notice and read carefully multi-part questions and make sure to respond to EACH part/sub-question clearly and thoroughly.
- For multi-part questions, number your responses to correspond with the question's (example on next slide...) separate parts. This helps the application reviewer read your response and be able to easily identify that you have provided a response to each part of the question. It also helps you make sure you have answered all parts.
- Be detailed and specific in your answers. Include the literal, tangible steps you take to achieve whatever you are saying you do. Saying only that you "connect" people with resources or you "help people find xyz" is not a sufficient response. Include literal/step-by-step/tangible details on how you go about "connecting" and "helping".

Multi-part questions

- If question has numbers, use numbers in your response. If it is a multi-part question that doesn't have numbers, still indicate when you are answering a new part (subquestion) of the question by bulleting or stating you are specifically responding to part xyz.

Question: *Tell us how to make a peanut butter and jelly sandwich. To get maximum points, include in your response 1) detail the steps from start to finish, 2) what brand of bread, peanut butter and jelly do you recommend and 3) how do you suggest cutting the sandwich.*

Answer: 1) The steps to making a peanut butter and jelly sandwich are as follows: First, gather your supplies. You will need two slices of bread, peanut butter, and jelly. You will need one to two knives or one knife and one spoon. Start with the peanut butter. Open the jar. Use a knife to remove the peanut butter from the jar and spread it evenly on one slice of bread. Use enough to cover all the way to the edge/crust. You can use as much as you want. Next, open the jelly jar. Use a knife or spoon to get the jelly out of the jar and spread it on the other half of bread. We recommend using a separate knife or spoon than the one used for the peanut butter so you don't get peanut butter in the jelly jar. Or, wipe the peanut butter off the knife before putting it in the jelly jar. Use as much jelly as you want. Next combine the two pieces of bread together so that the peanut butter and jelly touch. Next, cut your sandwich in half or quarters. Eat it. 2) We recommend Wonder Bread, Peter Pan Peanut Butter, and Smuckers Grape Jelly, and 3) We suggest cutting the sandwich into two triangles by slicing the bread at an angle from one corner to the next.

Narrative Responses – Character Limits!!

- **New This Year:** Most questions requiring narrative responses have a limit to the number of characters you can use (e.g., 2,500 characters).
- “Characters” means letters, numbers, dashes, punctuation, bullets, etc. AND spaces.
- If a question has a character limit, it will say so at the end of the question.

Example: *Describe in detail how your proposed project will be low-barrier and align with the Housing First model. (Limit 2,500 characters)*

- It is recommended that you type your response in a word processing program such as Microsoft Word first, check your characters, and then paste your response into the UFA. (see next slide for instructions)
- Please note, if you try to paste a response that exceeds the character limit into the UFA, the system will accept your text, but it will cut it off at the character limit – this means some of your response will not copy over. You will NOT get a warning message. Make sure to check that your response in the UFA includes all the text you intend to submit!

Checking Number of Characters Using Microsoft Word

The image shows the Microsoft Word interface with the Review tab selected. The 'Word Count' button in the Editor group is circled in red. A 'Word Count' dialog box is open, displaying statistics for the selected text. The 'Characters (with spaces)' value is circled in red.

AutoSave Off Document2 - Word Search

File Home Insert Draw Design Layout References Mailings **Review** View Help Acrobat

Editor Spelling and Grammar Thesaurus **Word Count** Proofing

Read Aloud Check Accessibility Translate Language

New Comment Delete Previous Show Comments

Track Changes All Markup Show Markup Reviewing Pane

Word Count ? X

Statistics:

Pages	1
Words	226
Characters (no spaces)	937
Characters (with spaces)	1,163
Paragraphs	1
Lines	12

Include textboxes, footnotes and endnotes

Close

Answer: 1) The steps to making...
supplies. You will need two slices of bread, one knife and one spoon. Start by spreading the peanut butter from the jar and spread it on one edge/crust. You can use as much jelly out of the jar and spread it on the other side of the spoon than the one used for the peanut butter. Use a separate knife or spoon to spread the peanut butter off the knife. Combine the two pieces of bread and press them together to form a sandwich in half or quarters. Eat it with Smuckers Grape Jelly, and 3) Wipe the knife at an angle from one corner to the next.

... as follows: First, gather your supplies. You will need one to two knives or spoons, one jar of peanut butter, one jar of jelly, and one slice of bread. Use a knife to remove the peanut butter from the jar and spread it on one edge/crust. Use a knife or spoon to get the jelly out of the jar and spread it on the other side of the spoon than the one used for the peanut butter. Use a separate knife or spoon to spread the peanut butter off the knife. Combine the two pieces of bread and press them together to form a sandwich in half or quarters. Eat it with Smuckers Grape Jelly, and 3) Wipe the knife at an angle from one corner to the next.

What's Next?

- Talk to your partners in your Coordinated Entry Local Prioritization Community (LPC) to discuss needs in your area! Talk to KHC too if needed.
- Make strategic decisions together!
- Review everything KHC has provided – NOFA, Sample Scoresheet, Certifications and Assurances, etc.
- ESG Sample Scoresheets coming soon.

Stay Informed!

- Sign up to receive [KHC eGrams](#)! **Don't forget.**
- This is the primary (and many times the only) way KHC will communicate regarding the ESG application.
- To sign-up, go to kyhousing.org, scroll to the bottom left of the page and click the envelope icon.



- Select the email list called “Homeless and Support Services”.

Reminders

- If you are applying for funding for Emergency Shelter, you must submit a signed **Certification of Local Approval** from the unit of local government where your shelter is located. Ask for this from your local government immediately as this can take time to get back. Don't wait!
- **New This Year:** Shelter photographs must be attached to application in the UFA – at a minimum one picture of a bedroom/dorm room, bathroom, kitchen, and shared/communal space.

Questions?

Contact KHC's Housing Contract Administration (HCA) Help Desk:
<https://kyhmis.zendesk.com/hc/en-us>

To submit a question, click “Submit a Request” on the right-hand side of the Help Desk homepage.

Housing Contract Administration Help Desk

Welcome to the Housing Contract Administration Help Desk Portal. If you have any questions, please submit a request and a Training and Development Specialist or KYHMIS Specialist will respond.

Submit a request

Sign in

Phone: 502-564-7630 ext. 446