



**United Way**  
**Alberta Northwest**

**Change starts here.**  
[unitedwayabnw.org](http://unitedwayabnw.org)

## Funding Application Guide



Give. Volunteer. Act.

## United Way Alberta Northwest Application Information

If your application is received after the deadline, your organization **may not** be eligible for funding. The exception to this is Project Grant Applications, which are accepted by the United Way Board throughout the year. Project Grant Applications have not been converted to online applications yet. Please download the PDF form off of our website and mail it in.

### Our Mission

To acquire and coordinate resources to improve the quality of life for people in need.

### Background Information

In 2011, the United Way Board of Directors made the decision to move toward a Community Impact model of operation. *(Please refer to Appendix A to learn more about Community Impact.)*

Our commitment to fundraising and resource development remains very strong. It is our first order of business. However, both the United Way and our community has changed and grown, and we are excited by the opportunity we now have to build a closer relationship with our region. One of the first steps in that journey is to learn more about the needs of our own communities, and we know you have much information to share with us.

### Funding Criteria

Financial support from United Way Alberta Northwest:

- Will fit with funding priorities, based upon established demonstrated community needs
- Will be in support of specific, defined programs that serve individuals with our region.
- Will be based on the availability of financial resources and the availability of other funding sources for the agency.

The United Way Alberta Northwest has formally adopted our organization's National Brand Strategy. As a result our funding decisions will focus in three areas:

#### ***From Poverty to Possibility***

- Moving people out of poverty
- Meeting basic human needs (Ex: food, shelter, jobs)

#### ***Healthy People, Strong Communities***

- Improving access to social and health-related support services
- Supporting resident and community engagement
- Supporting community integration and settlement

#### ***All that Kids can be:***

- Improving access to early childhood learning and development programs
- Helping kids do well at school and complete high school
- Making the healthy transition into adulthood and post-secondary education

We ask that you identify which of these three areas you feel *best* describes the program or service you are seeking funding for. You may feel your work encompasses all three focus areas. Please **only** pick one area as your primary focus.

### Allocations of Funds

People contribute to the United Way Alberta Northwest because they know that with one gift, they can make a valuable contribution to our entire community. They do so trusting that the United Way understands the community's needs and resources, and that once distributed, their contributions are used effectively and responsibly.

To meet this commitment to our donors, the United Way has established an Allocations Committee comprised of members of our Board of Directors. Together with United Way staff, these volunteers devote time and energy to determine applications for funding best meet the expectations of our donors.

The UW Board of Directors and the Allocations Committee has committed to meet with several applicants. Members of the Allocations Committee will be at every meeting, while the remaining Directors are encouraged to drop in when their schedules allow. Our Community Impact model requires the Board understand and be familiar with our regional community of Northwest Alberta. Meeting with funding applicants is necessary to ensure such understanding is achieved.

- ***While, our Allocations Committee has made a commitment to understand the applicant and in the past met with every applicant prior to deliberation, as of 2014 the Committee now meets with “new applicants” and a selection of renewing applications. If you are a renewing organization and you have been selected for review, you will be advised in late February via email.***

## **Eligibility**

Eligibility for United Way funding is based on the following criteria:

- The organization applying for funding provides services to residents within United Way Alberta Northwest region. This region is from the BC Border to Fox Creek and Slave Lake, from Grande Cache to the NWT. All funds requested must support programming within our region. ***If you are unsure if your service area falls beyond our region, please contact our office for clarification.***
- The organization has an active volunteer board of directors who govern the organization
- The organization provides financial statements
- The organization has an active ***charitable*** status with Revenue Canada

## **Types of Funding**

***Annual Allocation Funds*** – These funds are allocated annually, and paid out quarterly. Applications are typically accepted in January, and the Allocations process runs throughout February. These dates may vary to some extent every year, so it is always advisable to check with our office prior to year-end.

- Funds will be paid out quarterly, and must be applied for annually.
- Both the Agency and the Program must demonstrate community need and show sustainability.

Funds may be used to support administration costs, or programming, or a combination of administration and programming. How you plan to use the funds ***MUST*** be clearly articulated on the application. If, during the year, your needs change, please contact the United Way to discuss those changes. Funds ***MUST*** be used as designated unless the United Way agrees to an alternate use.

All agencies requesting ***annual*** funding will apply using the same application form, regardless of having received funding in the past. Applications must include ***ALL*** requested documentation.

***Please download and use the Budget for provided on our website.***

***Project Grants*** – The United Way may set aside funding in any year above and beyond annual allocations to Community Partners. When available, these funds provide an opportunity to

respond to changing needs in the community, to fund new or expanded programs or to participate in community problem-solving. Applications are accepted throughout the year and reviewed at a subsequent Board Meeting. For more detailed criteria, please refer to the appropriate application.

- Funds must be applied to projects within our region.
- Although an Agency can apply more than once, Funds will be made available as one-time only grants and will not be renewed annually.
- Applications for Capital Projects are not generally considered.

Applications must include **ALL** requested documentation. ***Please download and use the Budget form provided on our website or request it by email.***

Agencies applying must be a **Registered Canadian Charity** and provide your Charitable Number on the application form.

### **Community Partners**

Agencies may receive United Way funding in a variety of ways, as itemized above. Regardless of the type of funding received, they join our family of **Community Partners** for the current fiscal year. Community Partners share the United Way values and beliefs and have demonstrated fiscal and community responsibility.

### **Application Highlights**

If you are planning to use UW funding for purposes **OTHER** than previously applied for, your application will be for NEW funds. This allows the allocations committee to increase the understanding of your organization, and should not be construed as a threat to funding.

Applications **MUST** be submitted complete with all additional material. The Financial Report should be the most recent report, already complete at the time of application. Your Bylaws should be your most recently registered bylaws.

All Applications must include a budget specific to their funding application. Please download and complete the budget form provided on our website before submitting your application. We are using a standardized form to ensure we collect the information we need to judge your application fairly. If you have questions about the budget form, please contact the United Way office.

Section D is to be completed by **renewing applicants only**. The application is asking information from renewing applications on outcomes; please provide as much information as you can. These outcomes will be utilized in the upcoming year to guide our reporting requests.

Please ensure that all supporting documents are attached.

If you have questions regarding other changes on the Application, please do not hesitate to ask.

- **All applicants will receive a Memorandum of Agreement prior to the release of any funds. No funds will be released until you have signed and returned the Memorandum to our office.**
- **All successful applicants will be expected to complete a mid-year report prior to October 31st, 2020 and a final report by April 15, 2021. In addition, brief quarterly financial reports will also be required. Report Forms will be provided to you. Failure to comply with these reports may result in loss of funding.**

## APPENDIX A: COMMUNITY IMPACT

For years, United Way has worked to improve people's lives by supporting agencies that meet urgent needs. ***We remain committed to this important work*** — but we have come to understand meeting urgent needs alone is not enough.

Despite all the money raised by United Way and all of the services we are helping to provide, many problems in our community are growing. We have learned over time that in order to

address the serious social challenges facing our northern community we must also focus our attention on their underlying, root causes.

***In addition to our traditional role of enabling human services***, United Way is working to address the conditions that created social challenges in the first place, and which cause them to worsen over time. ***Ultimately, our goal is to create opportunities for a better life for everyone.***

This work in our community is only just beginning. By looking at the work being done by United Ways in other communities, we can see we have great opportunities here for similar successes. Community Impact Strategies must be home-grown and community based. While we must start this journey with thoughtful discussion and careful research, we know we can initially draw on the work of others in our communities. For example, the City of Grande Prairie's Community Social Development department has done considerable work in identifying some of the root causes affecting social need in northwestern Alberta.

To identify and address the challenges faced in our communities, United Way needs to tackle the root causes, needs to understand social trends and needs to identify partners who will help with what are often very complex issues. Such action calls for a new strategy, in addition to funding agencies and their programs. This model includes a second approach focusing on mobilizing people from all walks of life and gathering resources through unique engagements, volunteerism and partnerships that augment our annual campaign and the agency programs those dollars support. Our partners come from the community including schools, government, policy-makers, business, labour, voluntary associations and others working together to change the conditions of not just individuals but neighbourhoods throughout the region as well. ***This approach is what we call Community Impact.***

How we achieve impact is through a process of determining long-term community goals with our partners, deciding how we will measure success, implementing the right strategies, and measuring results over time. United Way's vision for our region is ambitious – a safe and inclusive region for everyone, regardless of who you are or where you live.

## **APPENDIX B: THE BRAND FRAMEWORK AND FOCUS AREAS:**

To engage UW-C's across Canada in Community Impact, United Way Canada created the Brand Framework. Our Board reviewed this framework and strongly feels it best describes the needs of our own Northern Alberta communities. We were excited to adopt it in 2011 as our own.

Our Mission: To improve lives and build community by engaging individuals and mobilizing collective action.

Our values:

- Demonstrate trust, integrity, respect, inclusivity and transparency;
- Energize and inspire volunteerism and volunteer leadership;
- Endorse innovation, partnerships and collective action;
- Provide non-partisan leadership;
- Embrace diversity.

Our Promise: To create opportunities for a better life for everyone in our communities.

To ensure we meet our promise to the people of our communities, we will concentrate on providing funding for programs and agencies which address one of the following focus areas:

From Poverty to Possibility

Moving people out of poverty

Meeting basic human needs (Ex: food, shelter, jobs)

Healthy People, Strong Communities

Improving access to social and health-related support services

Supporting resident and community engagement

Supporting community integration and settlement

All that Kids can be:

Improving access to early childhood learning and development programs

Helping kids do well at school and complete high school

Making the healthy transition into adulthood and post-secondary education.