

United Way of Greater Moncton and Southeastern NB Region Inc.



Fall 2011
Community Building Grant

Application Guide

DEADLINE for submitting applications:
4:30 p.m. Friday August 5th, 2011

United Way of Greater Moncton and Southeastern NB Region Inc.

P.O. Box 768

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UNITED WAY OF GREATER MONCTON AND SOUTHEASTERN NB REGION COMMUNITY BUILDING GRANT INTRODUCTION

The FALL **2011** Community Building Grant awards **up to a maximum of \$10,000 per program** to successful applicants. **It provides funding for programs that demonstrably contribute to the enhancement of existing services or introduce new services that respond to community needs or opportunities and address human and social issues.**

Typically, prevention programs result in some type of a systems change within the community so that problems are prevented from occurring in the future.

Programs must align with United Way focus areas and have identified program outcomes and established indicators to measure the programs progress towards achieving the outcomes.

Partnership initiatives are encouraged to apply under the Community Building Grant.

The Community Building Grant **is not open** to United Way Core Funded Partner Agencies.

Deadline for applications is Friday, August 5th, 2011 @ 4:30 pm.

No applications will be accepted after the deadline.

Successful applications will be announced September 2011.

Organizations who would like additional information are requested to contact the office at:

858-8600; or via e-mail mfardy@moncton.unitedway.ca

APPENDIX A: PROJECT SELECTION CRITERIA

Before completing the application, ensure that the requesting organization and the proposed project meet the selection criteria.

ORGANIZATION

- The organization is registered as a **charitable organization under the Canada Income Tax Act.**

BOARD OF DIRECTORS

- There is a duly elected voluntary Board of Directors that meets at regular intervals and keeps minutes of their proceedings.
- The Board of Directors makes effective use of human resources, both volunteer and staff.
- The Board of Directors makes policy decisions affecting all aspects of the organization's operation.
- The Board of Directors supports the organization in fundraising and giving of its time in other ways, as needed.

FINANCES

- A financial audit or review by a designated accountant (CA, CGA, CMA) is conducted annually which shows that its operations are in conformity with generally accepted accounting principles. (Must provide copies)
- The organization has an annual budgeting process and operates within the constraints of its board approved operating budget.
- The organization has other documented sources of revenue including community support through fundraising efforts.
- The organization demonstrates a need for United Way funding.

UNITED WAY ACKNOWLEDGEMENT

- All materials developed for this project or service must clearly identify United Way as its sponsor (A copy of our approved logo will be provided to successful candidates).
- A public announcement/brochure/flyer must be prepared by your organization to announce the commencement of this project. **It is not necessary to send the public announcement to the newspapers to meet United Way criteria.** First payment (70% of grant) will be made after approval of public announcement.
- Statistical and program information must be submitted to the United Way at the completion of this project or service. Final payment of 30% will be made only when United Way has received the project outcome report.

APPENDIX A: PROJECT SELECTION CRITERIA CONT'D

PROJECTS

- Demonstrate that the proposed project is needed in the community.
- What are the goals for the project? What action plan is in place to meet these goals?
- Required measurable outcomes for the project must be submitted.
- Projects shall not duplicate existing services. Collaboration with other agencies or community groups should be demonstrated wherever possible.
- Funding provided will be used to fund services or programs in the Westmorland, Albert and Kent Counties.
- Funds will be provided for operational costs directly linked to the specific project or service being applied for – salary, materials and supplies, etc.
- To be eligible, a program must start within six months of the date of the application.
- Funding **will not be** provided for capital expenditures.

ORGANIZATIONS AND PROJECTS NOT ELIGIBLE FOR UNITED WAY FUNDING

- For profit agencies;
- Non-profit organizations sponsoring for-profit organizations;
- Organizations such as service clubs and foundations which act primarily as a funding source for other groups;
- Fundraising events;
- Organizations of political affiliation or for political activities;
- Faith organizations where the services/activities include the promotion or adherence to a faith, or whose services exclude members of the general public;
- Hospitals, clinic-based services or medical treatment programs;
- Cost of major capital equipment/renovation, minor renovations to existing building/construction or development of new facilities, purchase of furniture;
- Financing of deficits; or financing portions of taxes.

APPENDIX B: OUTCOMES, INDICATORS AND UNITED WAY FOCUS AREAS DEFINITIONS, SUGGESTIONS, EXAMPLES

Definitions

Outcomes:

- Changes in behaviour, skills, knowledge, attitudes, values, conditions, status
- Changes in what people know, think, can do
- Changes in how we behave, our status

Indicators:

- Progress markers for an outcome
- Evidence that change is occurring

Indicators ARE NOT:

- The hoped for longer term result of the outcome
- A situation that is believed will result in the outcome

Establishing Indicators for your program outcomes can be challenging and may require much thought.

Some suggestions to help evaluate potential indicators:

- How will you tell progress has been made?
- What does the outcome *look like* when it occurs?
- How do you know it has happened?
- Is the wording of each indicator sufficiently specific?
- Is the wording clear?
- Does it tell you what characteristic or change you will count/measure?

NOTE:

- **We suggest focusing on one or two outcomes only.**
- **We suggest establishing 2 indicators for each outcome.**

**OUTCOMES, INDICATORS AND UNITED WAY FOCUS AREAS
DEFINITIONS, SUGGESTIONS, EXAMPLES CONT'D**

Examples of the format to be used in the funding application.

United Way Focus Area

We support programs that build healthy relationships and individual well-being – emotionally, mentally, spiritually and physically.

Program: The Early Years (0-6 program)

Outcome

Children develop age appropriate skills

Indicator

1. Number and/or percent of children who transition successfully into the toddler room.
2. Number and/or percent of children who meet the age appropriate development range at 18 months.

United Way Focus Area

We help increase access to opportunities for individuals and families so that everyone can develop to his/her full potential.

Program: Computers for Literacy

Outcome

Learners who participate in Computers for Literacy maintain and/or further develop reading and writing skills.

Indicator

1. Number and/or percent of learners who demonstrate a minimum of one grade level of improvement in reading and writing.
2. Number and/or percent of learners who report improved personal success in their reading and writing.

If your organization has already established base-line indicators, please implement the outcome measurement process you are currently using. United Way would appreciate the above format being used as it aids the application review process.

APPENDIX C: SUPPLEMENTARY FUNDRAISING POLICY

1. No organization funded under the Fall 2011 Community Building Grant will solicit/fundraise for an eight-week period beginning on the United Way kick off date within the Greater Moncton and Southeastern NB Region:
 - i. door-to-door campaigns
 - ii. direct mail appeals
 - iii. special events
2. The agency shall advise United Way of Greater Moncton and Southeastern NB Region Inc. of any fundraising activity that takes place within the blackout period each year.
3. The agency shall clearly identify that it receives funding from United Way of Greater Moncton and Southeastern NB Region Inc. on all fundraising and promotional materials for this program.
4. The agency shall not promote or advertise itself at any time for the purpose of attracting donor designations.
5. The agency shall not conduct fundraising at any time through any form of employee payroll deduction.

Any solicitation/fundraising conducted by the organization outside campaign time must be in good taste and have intrinsic value for any product sold. (i.e., value \$1.00 sold for \$25.00).

Subject to the limitations imposed by the Supplementary Fundraising Policy the agency is permitted to conduct fundraising throughout the calendar year.

EXCEPTIONS

If any organization has an annual fundraising event that:

1. has been held over the last five (5) consecutive years AND
2. raised a minimum of \$10,000 annually and falls in the United Way blackout period (eight weeks following the kick off date) ,the following policies must be followed:
 - i. A cheque equal to 5% of the net revenue raised at this event will be forwarded to the United Way (within 30 days of the event). These funds will be added to the United Way Campaign results under the Special Events Division. These special events will **not** affect the agency's funding.
 - ii. All media, public relations, promotional materials pertaining to this event must clearly display and promote the United Way.
 - iii. United Way representative(s) must be given the option of participating in any opening ceremonies/kick off, etc. of the event.

Failure to comply with these policies and procedures will result in immediate re-examination of the organization's allocations.