

United Way of the Mark Twain Area

Community Impact Funding Process

Each year United Way invites area non-profits to join as a partner in making our vision for the community come to life: a community where all are empowered to achieve their potential through education, financial stability, and healthy lives. We make an impact in our community by partnering with organizations and launching our own projects and programs. All of our work aligns with our areas of focus and our priority areas.

As a Community Impact Agency, organizations receive volunteer support, marketing support, and monthly funding from November - October. United Way raises these dollars through the organization's annual campaign. Agencies must apply each year to be a Community Impact Agency. Following is information regarding United Way's Areas of Focus, Areas of Priority, standards of Community Impact Agencies, evaluation criteria, as well as a timeline.

United Way's Areas of Focus

United Way's three areas of focus are education, financial stability, and healthy lives. These are the three building blocks for a good quality of life and a strong community. If all individuals were empowered in these three areas, they would be able to achieve their potential. United Way invests dollars in organizations that have programs that correlate with these three areas of focus.

Education – United Way supports programming and services that help ensure students stay in school and are college or career ready at graduation. Additionally, United Way supports programs that provide education later in life to ensure individuals are able to become self-sufficient.

Financial Stability – United Way supports job training, financial education, and financial coaching programs. These programs can help individuals find balance or even just make ends meet among all the stress.

Healthy Lives – United Way is building healthier, more resilient communities by ensuring individuals have access to healthcare, quality food, and more. Another component of a healthy life is safety and security – United Way finds safety as a key component of living a healthy life.

United Way's Priorities

To make the United Way's mission and vision come to life, there are two specific priorities that have been identified by the United Way's Board of Directors. United Way will work to fund and implement projects and programs that relate to these two identified priorities.

Supporting Critical Services - Individuals must have access to food, water, shelter, security, health, and safety. United Way prioritizes providing critical services to ensure the basic needs individuals of individuals are met.

Providing Opportunities for Upward Mobility - It is our goal at United Way that individuals can become self-sufficient. United Way prioritizes opportunities to promote upward mobility. We want individuals to have opportunities to gain the knowledge and skills they need to be independent through educational programs, mentoring, skill development, and connections to opportunities. We want individuals to have access to the resources they need to receive support and gain the confidence and skillset to become accountable for themselves and independent.

Standards of Community Impact Agencies

- Non-Profit Organization that provides human services and has programs that align with United Way's areas of focus and priorities – must serve marginalized population with projects and programs.
- Must serve individuals in Lewis, Marion, Monroe, Ralls, and/or Shelby Counties.
- Must offer opportunity for participation in programs, services, and staff employment to persons of all race, religion, creed, sex, and national origin.
- Must have a ruling from the United States Treasury Department that it is not a private foundation and is exempt from payment of income tax and that gifts to it are deductible for income tax purposes as outlined in 170(c) of the Internal Revenue Code.
- Must be in compliance with all applicable anti-terrorist financing and asset control laws, statutes, and executive orders
- Must have governing board that meets at regular intervals (at least once a year). Board members must be elected for specific terms, should be representatives of the community, and should serve without pay.
- Must furnish United Way with constitution, bylaws, board rosters, and employee directory upon applying for membership. United Way needs to be informed of changes made throughout the year of key staff at organization.
- Must keep comprehensive and accurate financial records and supply them to United Way.
 - Agencies with annual budgets of \$20,000 or less will provide financial statements that may be internally produced.
 - Agencies with budgets ranging from \$20,000- \$100,000 will provide a Compilation Report prepared by a Certified Public Accountant.
 - Agencies with budgets over \$100,000 will provide a full audit prepared by a certified public accountant in accordance with standards issued by the American Institute of Certified Public Accountants.
- For agencies operating under religious auspices, there must be clear separation of the budget for support of social service program from its religious programs.
- Must plan to participate actively in the United Way's events and programs, including the annual campaign by hosting a workplace campaign within the agency if the organization has employees.
- If selected as a Community Impact Agency, must self-identify as a United Way Community Impact Agency or Program.

Evaluation Criteria

Members of United Way's Community Impact Committee will read applications and review all documents that are submitted as part of the application process. Following outlines the criteria that is taken into account when making decisions to select Community Impact Agencies.

- **Community Need:** Does the application clearly outline a community need that is being tackled by the implementation of the organization's work?
- **Community Impact:** Does the work of the organization/program create a positive impact in our community and is there data to prove this?
- **Alignment with Focus:** Does the organization's programming strongly align with the one or more of the areas of focus?
- **Alignment with Priorities:** Does the organizations programming strongly align with one or both of the identified priorities?
- **Population Served:** Does the organization serve a population of individuals that are in-need of programs and services to help them achieve their potential?
- **Financial Management:** Does the organization demonstrate financial stability and have good record keeping and accounting practices? Are there multiple funding sources?
- **Impact of United Way Funds:** Will United Way funding allow the organization to reach more people or expand upon the organization's services and/or initiative a new program? Will anything at the organization change because of United Way funding?
- **Organizational Relationship:** Has the organization facilitated a positive relationship in the past with United Way? Does the organization participate in a workplace campaign and identify as an organization that benefits from United Way dollars?

Community Impact Timeline:

April 26: Application opens on United Way Website

April 26-May 21: United Way Executive Director offers one on one reviews of applications

May 28: Application closes at 11:59pm

June 1 - 30: Community Impact Committee Reviews Applications

Date TBD: Community Impact Financial Sub-Committee Reviews Financial Documents

June 7 - 18: Community Impact Committee Tours Agencies

June 7-18: Community Impact Committee meets with leadership from agencies

Mid-July: Organizations learn of Community Impact Agency selections