



United Way
Thunder Bay

**COMMUNITY
IMPACT
FUNDING
APPLICATION
GUIDE 2021**





COMMUNITY IMPACT FUNDING APPLICATION GUIDE 2021

Introduction:

United Way of Thunder Bay's community impact and investment process is a community-wide volunteer led process that rationally and ethically distributes available community-raised resources in an efficient and cost-effective manner.

In October of 2019, the United Way of Thunder Bay finalized the Community Impact Plan which will serve as a strategic guide for our community investments. It will also focus our advocacy efforts and help us secure and align financial, human and other resources to address key community concerns. The Community Impact Funding Application and this guide have been developed based on the Community Impact Plan. To review this document please go to <https://uwaytbay.ca/wp-content/uploads/2020/03/UnitedWay-Full-CommunityImpactPlan2019-Web.pdf>

The United Way will consider providing funding to charitable organizations that carry out programs and initiatives within Thunder Bay that best align with the focus area, goals and strategic directions outlined in the Community Impact Plan.

Where possible, we encourage applicants to utilize the collective impact framework where funded partners will work toward the common goals within the Community Impact Plan and agree to a collaborative approach to address the root causes of poverty and reduce its detrimental effects on people in our community.

Our Vision:

A community where everyone has the opportunity to reach their full potential.

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.

Strategic Direction:

Focus our advocacy efforts and secure and align financial, human and other resources to address the root causes of poverty in our community and help alleviate its debilitating effects on people by working towards ensure people's basic needs are met; building a more inclusive and connected community and supporting children and youth to succeed in school and graduate.



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Purpose of this Guide

Welcome to the United Way of Thunder Bays Community Impact Funding Guide. We have produced this guide to assist you in completing your organization's application for funding. Our application process is quite detailed, as we want to make absolute certain we are directing our donor dollars where they are needed the most. Those donors who have contributed to the United Way Community Fund are ultimately placing their trust in the United Way to put their donation to work in such a way that will assist our community's most vulnerable and/or marginalized people and help build a **Community Free From Poverty**.

In 2021 the United Way will use its Community Impact Fund and allocation process to fund community partners from charitable agencies to carry out initiatives that will work towards the following community goals: People's basic needs are met; A connected and inclusive community and A community where all youth graduate.

The United Way of Thunder Bay (UWTB) will consider funding programs and services within the City of Thunder Bay and, subject to available funds, within Northwestern Ontario that align with the Strategic Direction, Focus Area and Goal Areas identified by the UWTB.

Within this guide you will find the funding principles, criteria and guidelines within which our volunteer Community Investment Review Panel works. These parameters are in place to ensure the decisions on how to invest the funds, are made in the best interest of the people within our community who need assistance now and to build pathways out of poverty.

Funding Guidelines:

- Programs and initiatives of any size will be considered. Please note that requests for funding over \$10,000 require the submission of audited financial statements.
- Applicants must be a registered charity with the Canada Revenue Agency. Non-charitable organizations may partner with a registered charitable organization to apply, provided funding is received by the charitable organization.
- Each section of the application needs to be completed. Failure to do so will result in a declined application. United Way staff will review all application for completeness prior to being sent to the Community Investment Review Panel for consideration.



Organization Eligibility

To be eligible for UWTB funding the organization that receives funding must:

- Be incorporated and registered as a charity;
- Deliver a funded program/initiative that does not, unnecessarily, duplicate another in the community;
- Have a volunteer Board of Directors;
- Release audited financial statements yearly;
- Have been in operation for a least two years;
- Align with the UWTB Focus Area, Goals and Strategic Directions of the UWTB;
- Demonstrate how the program/initiative will work within the goal area and connected strategic direction;
- Demonstrate how they will achieve positive outcomes for the people they work with;
- Articulate how they will evaluate/measure these outcomes;
- Work with other local organizations in innovative ways to leverage services to better meet the needs of people;
- Through a realistic budget demonstrate the need for UWTB funding;
- Enter into a formal "Funded Partner Agreement" with the UWTB;
- Commit to submitting a Funded Partner Report in December 2021.

The United Way of Thunder Bay does NOT fund:

- Allocation of funds directly to individuals;
- Direct costs of fundraising efforts of the applicants;
- Deficits of funding from other sources;
- Program operating reserves and overall organizational core funding;
- Dollar-for-dollar replacement of government funding;
- Programs legislated by the government, for example those under the mandate of Children's Aid Societies, libraries, hospitals and education institutions.
- Existing programs that are financially frail and could disband if they are not funded;
- Duplicate funding from other sources;
- Capital costs and projects;
- Direct religious activities of religious groups and organizations.



Section 2: Initiative/Program Details

Following are the Goals, Strategic Priorities and Outcomes for People from the Community Impact Plan:

Goal – The basic needs of people are met.

Our focus in this area is on helping meet the basic needs of the most vulnerable people in our community. Emergency services are essentially those services necessary to sustain health and/or life for people without the resources to continue to do so for themselves. Poverty is associated with many challenges to wellbeing like lower levels of physical and mental health, less access to nutritional foods, educational opportunities and poorer living conditions.

Strategic Priority: People have access to basic needs and emergency community services.

The United Way will focus on the strengthening the following areas:

- Emergency and affordable nutritious food provision
- Knowledge and skills building regarding nutrition, food preparation, and managing food insecurity
- Access to emergency shelters and/or transitional housing
- Emergency support for those affected by addictions and mental health challenges
- Supports to find safe and stable housing
- Programs that offer low-cost or no cost transportation

Outcomes for people:

People's basic needs are met through:

- Enough healthy food
- Emergency shelter and short-term housing
- Emergency mental health and addiction services
- Transportation to get to where they need to go

Goal – A connected and inclusive community.

A connected community is one where all people can get the help they need, find opportunities to contribute and feel they belong. Connections to supports focus on strengthening the ability of individuals and families to access and navigate formal community resources, while also developing the social connections that provide informal supports. Connecting people to supports may involve working with vulnerable people individually to help them build social connections and navigate support systems.

An inclusive community is one where all people are honoured and included. Diversity is valued and racism and discrimination are not accepted. Some individuals are more commonly excluded, based on gender, race, ethnicity, sexuality, disability status or a combination.



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Exclusion itself does not directly result in inability to access and benefit from services, although it can lead to lower social standing, leading to lower income, reduced access to employment, and reduced connections to social supports and participation in community life.

The emphasis of these strategic priorities is on increasing quality of life of people and addressing underlying root causes of poverty.

Strategic Priority: People have access to collaborative services that are seamless, accessible, inclusive, welcoming and culturally appropriate.

The United Way will focus on the strengthening the following areas:

- Counselling and supports that help families and individuals manage the effects of poverty and /or underemployment
- Short and long-term support for those affected by addictions and mental health challenges
- Domestic violence prevention and support services
- Supports to build safe and welcoming neighbourhoods
- Literacy, financial literacy and financial management skills
- Opportunities for skills development
- Transitional services to move people from emergency shelter to long-term, safe stable housing

Outcomes for People:

- People who need service receive service
- People have the skills and knowledge to meet their needs and address challenges
- People have mental well-being and thrive
- People live a life free of addictions
- People can care for themselves and their families
- People are engaged in community life and feel they belong
- People can get good jobs
- People are financially secure
- People have safe and affordable housing

Goal - A community where all youth graduate.

Success in learning is one important way in which children and youth realize their potential, and it is one of the most visible and most easily measured dimensions. However, there are alarming trends in areas like social disengagement, lack of positive role models, mental health challenges, substance use and violence underscore some of the many reasons why children and youth struggle to become engaged in learning and do not succeed in school. These challenges prohibit them from furthering their education and contribute to the high school drop-out rate. But there is hope. By creating a support system around these areas, doors to success and empowerment can open for youth in need.



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People with a higher level of education tend to experience better health, higher incomes, more secure employment, and better working conditions than people with less education. Achieving a Grade 12 diploma is a vital step in helping young people become prepared to compete in the labour market and lead healthy fulfilling lives. Moving from high school successfully and entering higher education or trades can help youth increase their income earning potential and be a route out of poverty for many youths living in low income situations.

Strategic Priority: Children and youth are connected to positive adults, peers and activities that help them be engaged and involved in their community, be healthy, make good choices and adapt to change.

The United Way will focus on the strengthening the following areas:

- Supports to address family violence, addictions and/ or mental health challenges
- Children and family counselling programs focused on healthy decision-making, coping skills, building self-esteem and resiliency
- Programs that strengthen positive parenting skills and a supportive family environment
- Access to positive role models, mentors and leadership development programs
- Recreation programs that provide a safe and supportive environment where youth can build strong positive peer relationships and develop a sense of belonging

Outcomes for People:

- Families are strong and supportive
- Children and youth live a life free from violence, addictions and mental health challenges
- Children and youth are ready to learn
- Children and youth move successfully through elementary and secondary school and access post-secondary education/training.
- Young people have a positive view on the future and are motivated for life-long learning.

TARGET POPULATIONS:

We believe that all people have the right to live in a strong and caring community, and that everyone can at different times in their lives be at risk of one or a number of challenges. However, we must focus our limited resources for the greatest impact. To this end we focus on those people most vulnerable and/or marginalized.



Section 3: Budget

- Fully complete the budget form for the specific program/initiative outlined in this application.

Revenue Section:

- Include your organization's contribution to the program/initiative – this could be costs associated with salaries and benefits, rent, utilities, phone etc.
- Include all other sources of funding related to the delivery of the program/initiative. Indicate if the funding is confirmed or provide a date when it is anticipated to be confirmed/declined.
- Provide the total of all sources of funding (confirmed and unconfirmed).
- Do not include sources of in-kind support.

Program Expenditure Section:

- Include all "noted expense items" under the applicable source of funding (UWTB, Your Organization or Additional Revenue Source).
- Identify all other expenses below the "noted expense items" and insert expense amount under the applicable source of expenditure funding (UWTB, Your Organization or Additional Revenue Source).
- Total each column of sources of expenditure funding and provide the full total of expenditures.

Section 4: NWO Regional Impact

United Way of Thunder Bay attracts support from individuals, organizations and companies from across the region. In an effort to demonstrate how their donor dollars are benefitting communities where they live and work, we ask that you describe what, if any, ways in which your organization's activities support the region.

Regional Programs/Activities

- Describe what programs or activities your organization operates or delivers in communities outside of Thunder Bay.
- Identify the communities in which those programs/services are delivered.

Regional Services/Clients Served

- To what extent do clients from outside of the City of Thunder Bay avail themselves of your services? Describe the services and by what mode; in-person; virtual services.
- Provide any data pertaining to number of clients served and from which communities if available.



Section 5: *NEW FOR 2021* - Special Funding Initiatives (Optional)

In the spirit of collaboration and partnership with funded agencies, and in order to further enhance and amplify the impact of funded programs and services, United Way of Thunder Bay will give consideration to special funding initiatives designed to generate additional support, over above the funding allocated by the Community Investment Review Panel toward your program.

Special funding initiatives could include; a joint fundraiser, special event, special appeal, pop-up campaign, collaborative funding request, matching gift challenge or other cooperative approach to attracting financial support.

Special funding initiatives may be undertaken in partnership with one agency toward their specific program/service; or as a collaborative involving several agencies with the aim of generating funds to be shared on an equitable basis among participating charities.

In support of any agreed upon funding initiative, UWTB will dedicate required staff, volunteers and resources to help plan, organize, promote and execute the initiative. Partner agencies will enter into an agreement that outlines responsibilities, tasks and deadlines and commit to assisting with planning, organizing, promoting and executing as per those elements agreed to by the agency. Proceeds from the initiative will be allocated toward the programs/services identified.

Examples of past collaborative fundraisers;

- The Dew Drop Inn hosted a take-home dinner, where they prepared a signature hot meal for pick-up; and UWTB helped promote the event, sell tickets, solicit donations and provided volunteers for the pick-up windows.
- CAHEP organized an online art auction, securing donated art and art related services; and UWTB helped promoted the auction.
- The Wasaya Plane Pull and Run the North events were undertaken in partnership with the Indigenous Youth Achievement and Recognition Awards; the events were organized collaboratively and proceeds shared.
- The Billboard Rescue fundraiser allowed agencies to register participants who, in turn, solicited pledges in support of their agency.

The Special Funding Initiative opportunity is optional. Please indicate if you would like to be considered for a Special Funding Initiative opportunity and outline what kind of activity you believe would be suitable for your agency, what your agency would be prepared to help with, any timing considerations and what amount of funding you would hope to generate from this initiative.

You may wish to explore special funding initiative ideas during a Coaching Call with a UWTB representative.



Coaching Calls

UWTB Staff are available to assist applicants in answering questions pertaining to their application. Bookings will be made available on a first-come basis.

Application Process Timelines

DATE	STEP
December 2020	Application period opens
January 15, 2021	Application period closes
Jan-March 2021	Application Assessment process takes place
March 31, 2021	Notification to applicants
April 9, 2021	Agency signed Funding Agreement due
April 2021	New funding period begins (with end date of December 31, 2021)

Role of the Volunteer Community Investment Review Panel

The Community Investment Review Panel (CIRP) is made up of volunteers that will review applications from the following goal areas of the UWTB Impact Plan: People's basic needs are met; A connected and inclusive community; A community where all youth graduate.

From January through March 2021, the CIRP team members review funding applications and may request to meet with applying agencies to ensure that the proposed agency programs align with the United Way's funding criteria and community impact goals as well as demonstrate how they will achieve positive outcomes for people in need. The CIRP will then recommend how donor dollars will be invested in our community through the work of funded agency partners. These recommendations will be presented to the UWTB Board of Directors in March for final approval.

Subject to available funding, a second round of applications may be undertaken at a later date in 2021.



Community Impact Funding Decision Criteria:

Funding applications will demonstrate how the applying organizations will work within the Focus Area: A community free from poverty and with populations experiencing poverty.

Applications must align with the one of the 3 Community Goals and one or more of the related strategies within the Community Impact Plan.

If there is no alignment the application will be declined. If there is alignment, then the UWTB Community Investment Review Panel will use the following criteria and weighting to evaluate and guide their decisions in determining which applications qualify for funding.

Application Evaluation Criterion	Weighting
The application clearly shows a fit that it is working to help build a community free from poverty.	15%
The application identifies which community goal it is working towards and what steps it will take to move towards that goal through the program/initiative	15%
The application identifies how it will strengthen identified priority areas related to their identified goal.	10%
Effectiveness: The application shows hoped for outcomes for people and how these outcomes will be evaluated.	10%
The application considered potential challenges for delivery and strategies to overcome these challenges	10%
The application identifies working with identified target populations that are experiencing poverty.	10%
Applicants demonstrate working with or seeking out other groups that will help achieve desired outcomes for people.	10%
The application shows a need for United Way dollars through a realistic budget.	10%
Application shows a potential for program/initiative sustainability through other sources of funding	5%
Application demonstrates a need for program/initiative with no unnecessary duplication.	5%
Total	100%