

2018-2019 United Way Community Impact Grant Guidelines

1.1 Eligibility

United Way of Greater Richmond & Petersburg welcomes Letters of Intent from:

- private non-profit organizations holding a 501(c)3 tax-exemption or organizations with a 501(c)3 tax-exempt fiscal sponsor
- coordinating entities and coalitions that hold a 501(c)3 tax-exemption or operate under a 501(c)3 fiscal sponsor
- faith-based organizations that hold a separate 501 (c)3 and that offer programs or services to the general public and that do not restrict access to their program based on religious affiliation or require participation in religious activities

All applicants must:

- provide health and human services
- be located within United Way's service area (the counties of Charles City, Chesterfield, Dinwiddie, Goochland, Hanover, Henrico, New Kent, Powhatan and the cities of Colonial Heights, Petersburg and Richmond). Exceptions may be considered for agencies located in a neighboring county that serve a significant portion of people residing in the United Way service area.

Additionally, applicants or their fiscal sponsors must:

- have at least one paid employee
- have been in existence for at least 36 months
- comply with anti-terrorism laws
- (i) be registered with the Virginia Department of Agriculture and Consumer Services to engage in fundraising in the Commonwealth of Virginia or (ii) have been granted an exemption by that Department
- have a Board of Directors which governs the organization and to whom the Chief Professional Officer reports. The Board must meet at least quarterly and establish and enforce policy
- comply with all applicable federal, state and local laws and regulations relating to its business, including but not limited to its fundraising, accounting and payment of taxes
- offer services in a manner that complies with all federal and state laws and regulations concerning discrimination, and operate by policy and practice without discrimination based on age, race, religion, gender or gender identity, sexual orientation, economic status, disability, cultural heritage or national origin, subject to appropriate limitations based on the organization's designated scope of services
- maintain a current and complete minimal portrait (all required fields) with GiveRichmond.org

1.2 Restrictions

United Way will not consider proposals from:

- advocacy and lobbying organizations
- arts or cultural organizations
- organizations whose missions focus on environmental issues or serving animals

- educational institutions including public or private schools, colleges and universities
- government (except by explicit invitation from United Way)

United Way will not consider proposals for the following types of expenses:

- capital expenses
- endowments
- events or sponsorships

1.3 Alignment with Steps to Success

- United Way will fund programs in accordance with its Steps to Success framework. Applicants should be able to demonstrate a clear connection with one or more specific Steps and its key or related indicators. For more information about the Steps to Success, please visit <https://www.yourunitedway.org/what-we-do/community-impact>

2.1 Letter of Intent

For the 2018-19 funding cycle, United Way is soliciting proposals only from applicants located in or programs **primarily** serving residents of Charles City, Chesterfield, Dinwiddie, Goochland, Hanover, Henrico, New Kent or Powhatan counties or the cities of Colonial Heights, Richmond or Petersburg.

Letters of Intent must be submitted using e-CImpact, a web-based system. A computer with Internet access and a web browser such as Internet Explorer, Google Chrome or Firefox is required to submit your application through e-CImpact. The Letter of Intent application will be available online on **January 3, 2018** and can be accessed through the e-CImpact website: <http://tinyurl.com/uwgrp>.

2.2 Decision-making

United Way Action Council volunteers grant funds raised from the annual United Way campaign. Our volunteers bring a diversity of perspectives and experiences representing the Greater Richmond region to their community impact work. All volunteers receive training and education on community needs, research, and best practices of interventions.

Initial Review Period

During the month of February, volunteers will review all Letters of Intent. Action Councils will make recommendations for full application invitations to United Way's Community Building Committee and Board of Directors for approval. United Way will notify applicants in early March of the Board's decision regarding the Letter of Intent application stage.

Invitation to Full Application Process

A select number of eligible proposals will be invited to advance to the full application round, which will open in March 2018 and be accessible until early April 2018. *An invitation to submit a full proposal does not guarantee funding from United Way.*

3.1 Award

- Grant awards will be for a 15-month period: October 1, 2018 - December 31, 2019 (subject to the availability of funds based on the success of previous year United Way campaign).
- Eligible organizations may submit applications for more than one program during the open, competitive application process and, if deemed best able to support United Way's Community

Impact work, an organization may be selected and funded for more than one program or project. Applicants may submit for a new or existing program.

- The minimum Community Impact Grant award is \$25,000.

4.1 Reporting and Other Requirements

If funded, applicant agencies must:

- adhere to specific reporting requirements, which will be articulated in the funding agreement and will include at least year-end reports. Reporting requirements will include a summary of outcomes achieved by the individuals served. These outcome measures will be developed in collaboration with United Way and will be standardized across similar programs when possible.
- provide an annual financial report through their GiveRichmond.org profile. The financial report must be posted no later than six (6) months after the end of the organization's fiscal year, unless an extension is granted by United Way. Financial report requirements vary according to the agency's budget size:
 - Independent audit required: agency annual revenue of \$250,000 or more
 - Financial review: agency annual revenue between \$100,000 and \$249,000
 - Compilation: agency annual revenue under \$100,000
- be well-managed and exhibit operational and financial strength and sustainability. This strength and sustainability will be assessed at the time of grant application and when updated financial reports are provided through GiveRichmond.org. United Way may suspend or discontinue grants when organizations are deemed to be in financial distress or lack sustainability. United Way may also suspend or discontinue grants when organizations are out of compliance with the funding agreement. Funded organizations must agree to report any change that limits the agency's ability to effectively deliver the program for which it receives United Way funding. Changes may include but are not limited to changes in organizational leadership, large funding reductions, cash flow issues, deficits and legal issues
- agree to promote its partnership and funding relationship with United Way and include the United Way logo, signage and recognition wherever feasible and in all materials related specifically to this grant

4.2 United Way Annual Campaign Support

United Way is not a foundation but rather derives its funding from an annual community wide fundraising campaign. This campaign is based on the premise that everyone in our region has the opportunity to help make a difference. Each campaign must generate the revenue to support the grants that United Way provides as well as the operations and programs of the United Way itself. To accomplish this, we ask companies to conduct workplace campaigns and we reach out to individuals to support our work as well. One point that donors have historically valued was the reality that organizations receiving United Way funds also participate by running their own internal campaigns to benefit the United Way's community campaign. The following requirements issue from this unique nature of United Way.

If funded, applicant agencies must:

- conduct a United Way campaign among agency staff and board members
- cooperate with and support United Way's annual campaign and other fundraising efforts. Specifically, the organization will make employees available for training and subsequent presentations, agency tours, fairs and similar supportive activities.

5.1 Timeline

- December 15, 2017 - Information Session [Click here to register.](#)
December 19, 2017- Information Session [Click here to register.](#)
January 3, 2018 - Letter of Intent application opens (access the e-CImpact website at <http://tinyurl.com/uwgrp>)
February 1, 2018 - Letter of Intent submission due by 4:00 p.m. EDT
March 2018 - Finalists invited to submit full proposals
March 2018 - Full application period opens
April 6, 2018 - Full proposals due by 4:00 p.m. EDT
August 2018 - Agencies notified of grant decisions
October 1, 2018 - Grant funding begins

6.1 United Way Staff Contacts

Staff members are available during business hours (M-F 8:30 a.m. – 5:00 p.m.) to provide technical assistance with the application process.

For assistance with the e-CImpact website, user names or passwords contact:

Michael Mallett

*Director of Research &
Evaluation*

(804) 771-5870

mallettm@yourunitedway.org

Kelly Hill

*Community Impact
Coordinator*

(804) 771-5865

hillk@yourunitedway.org

Cynthia Coleman

*Director of Community
Investment*

(804) 771-5882

colemanc@yourunitedway.org

For program or funding questions contact:

Education Programs

Rebekah Holbrook

*Director of Community
Impact - Education*

(804) 771-5830

holbrookr@yourunitedway.org

**Financial Well-Being and
Health Programs**

Katina Williams

*Director of Community
Impact - Income*

(804) 771-5887

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Southside Programs

Betty Hobbs

*Director of Community
Impact - Southside*

(804) 720-3616

hobbsb@yourunitedway.org

The 2018-2019 Letter of Intent process opens on January 3, 2018 and closes at 4:00 p.m. EDT on February 1, 2018.

Proposals received after the deadline will not be accepted.