



Community Impact
Guidelines for Applicants
2018-2019

One Year Funding Applications
(April 1, 2018 – March 31, 2019)

Mission

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

For further information, please contact:
Rosslyn Junke, Director, Community Impact
1110 Highway 26 Midhurst, ON L9X 1N6
tel 705.726.2301, x2024 ❖ fax: 705.726.4897
RJunke@UWSimcoeMuskoka.ca
UWSimcoeMuskoka.ca

Community Impact Funding Application / Key deadlines:

- Expression of Interest: December 13, 2017 (noon)
- Community Impact Funding Application: January 10, 2018 (noon)

Financial and Capacity-building Support

Through ongoing fundraising efforts, United Way Simcoe Muskoka (UWSM) raises money each year to address our region's most pressing social service needs via our Community Fund investments.

For 2018-2019, UWSM welcomes applications which fall under its '**Poverty to Possibility**' and '**All That Kids Can Be**' priority areas with a focus on children, youth and transitional-aged young adults between the **ages of 7-24**. Total money available for investment is **\$570,000**.

Applications with an inter-generational approach and/or regional scope are welcome.

Projects and programs may be submitted under the following categories:

- Employment supports
- Increased access to recreational activities
- Life skills
- Transportation
- Youth well-being and resilience

Granting Criteria

Recipients must:

- Be a registered Canadian charity under the Income Tax Act, or agencies that have an established third-party sponsorship or partnership agreement with a registered charity.
- Align with United Way Simcoe Muskoka's 'Poverty to Possibility' and 'All That Kids Can Be' priority areas with a focus on children, youth and transitional-aged young adults between the ages of 7-24.
- Demonstrate creative responses to ongoing economic and social changes affecting social services.
- Engage and mobilize community.
- Meet a clearly defined need.
- Address underlying causes of social issues.
- Collaborate with, and have the support of, other community groups.
- Measure and demonstrate the outcomes of the funded program.
- Exhibit excellence in performance and leadership.
- Have well-established governance structures.
- Use resources wisely.
- Present clear financial reports, needs-based budgets and audited financial statements.
- Serve and represent the diverse population in our communities, between the ages of 7-24.
- Have ongoing programs or resources.
- Submit an annual review and financial report by May 15, following the end of the funding.

What is Community Impact?

Community Impact is achieved by mobilizing collective action. It is measurable, cumulative and lasting change that improves lives and builds resilient communities.

There are tremendous inter-relationships between the work United Way does and that which others are doing to address key social problems. For example, to effectively influence a specific condition such as poverty, we need to apply a comprehensive and collaborative approach that includes education, housing, early childhood development, transportation, literacy, health, employment, public policy and many other factors that affect poverty. By examining our communities through a proactive, multi-faceted community-impact lens, our efforts will be more measurable, cumulative and sustainable.

After extensive community research and consultation, we formed three priority areas. These priority areas are meant to be comprehensive and address the root causes of major social problems within our regional jurisdiction of Simcoe County, the Town of the Blue Mountains and the District of Muskoka.

UWSM has three **priority areas**:

- **From poverty to possibility**

Poverty is a complex set of stubborn, intertwined social issues. The burden of poverty is profound, and those who are confronted with it face deeply entrenched social barriers to their success. We work with our partners to address poverty in a meaningful way, by challenging social barriers and empowering individuals to reach their fullest potential. Our focus is on helping to meet the basic needs of the most vulnerable people in our communities, building the capacity of individuals to become economically independent, and advocating for the removal of systemic and discriminatory obstacles to economic security. Our efforts are designed to help people experiencing poverty develop plans and prepare for a better future – to move from poverty to possibility.

- **All that kids can be**

Children are born with limitless potential. Yet, too many children lack the supports they need to realize their full potential. Focusing on the physical, emotional and educational development of young people helps to improve their life outcomes, enabling them to lead happy lives and achieve their goals. By helping young people grow up strong and healthy, we can prevent the development of problems that can all too easily result from challenges experienced in childhood, such as failing to finish high school, unemployment, poor mental and physical health, and the persistence of poverty. Our work helps children and youth reach their potential to go on and build strong communities and healthier societies throughout their lifetime.

- **Strong communities**

In our effort to build strong communities and promote wellbeing, UWSM is paying close attention to vulnerable neighbourhoods, which impact our daily lives in profound physical and social ways. Individuals and families experiencing hardships such as poverty and distress tend to be concentrated in specific neighbourhoods. Research suggests that intervention strategies in these areas help address unique local needs to achieve sustainable, positive community change.

Priority Areas – Common Outcomes

At UWSM, we are constantly learning from our collective work and applying that knowledge to our funding process. Based on the extensive work of UWSM Partner Agencies in outcome measurement, and developments at United Way Canada, we have developed a set of **Common Outcomes**.

Agencies are required to select 1-3 outcomes from the list below and to include these as INDICATORS in their performance measures model. It is critical that the outcomes selected are clearly aligned to the agency's program, and that the agency is willing to measure and report on these outcomes.

From poverty to possibility

- Transitional-aged youth have improved wellbeing and/or quality of life
- Individuals (ages 7-24) and families experience increased social interaction, reduced isolation and/or increased sense of belonging and inclusion in their community
- Youth make a healthy transition into adulthood as result of increased skills and capacity
- Youth are integrated into the community and can receive ongoing supports when needed

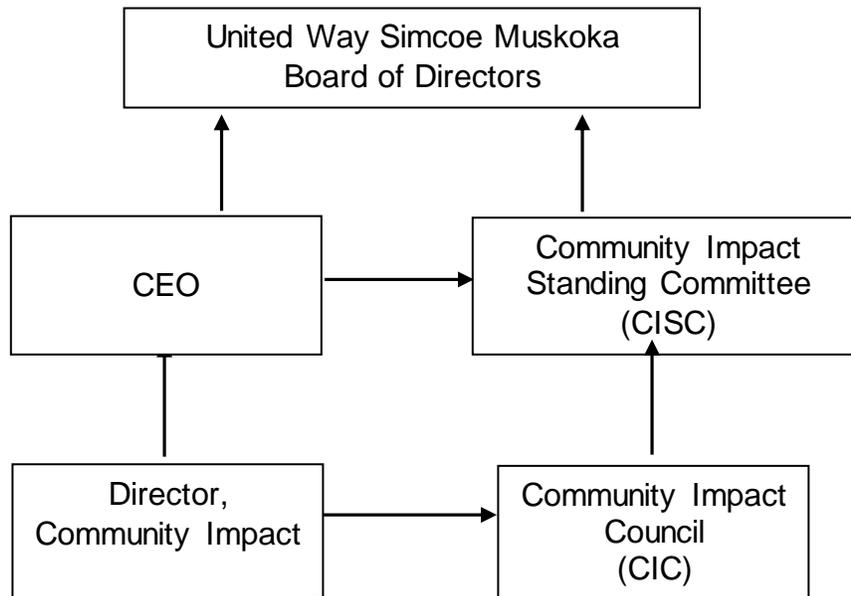
All that kids can be

- Children and youth build resilience
- Children and youth have an improved attitude about school, are ready to learn and do well in school
- Children and youth develop positive social skills, care about and get along with others
- Children and youth get involved, are connected to our community, take responsibility and lead
- Children and youth can better handle life's challenges and make healthy choices
- Families have enhanced skills to develop better intra-family relationships
- Parents and caregivers have increased coping strategies and/or enhanced parenting skills

Strong communities (*not applicable for 2018-2019*)

- Increased community engagement and connections through volunteerism
- Individuals and families are able to live independently and/or have increased participation in healthy-living activities
- Individuals and families create and maintain supportive relationships and connections
- Community services work together to help individuals and families better navigate support systems by redesigning and decentralizing service-delivery mechanisms and integrating services

Funding Organizational Chart



United Way Simcoe Muskoka staff oversees the transparent and accountable allocation of investments in its Community Fund. The Director of Community Impact is available to assist new and existing agencies in applying for United Way funds.

From January to March 2018, UWSM staff and volunteers review all submitted applications and determine which agencies will receive funding. As part of this process, UWSM's Director, Finance and Operations reviews all audited financial statements.

The Community Impact Standing Committee (CISC), which is a committee of the UWSM Board of Directors, reviews any applications that have been flagged with concerns. Some applications may be removed from consideration at this stage and the impacted agencies will be notified.

The Community Impact Council (CIC) then reviews all remaining applications in February and meets to discuss and rank all applications. The CIC provides its recommendations to CISC who will review the assessments to provide final funding recommendations to the Board of Directors for 2018-2019.

The Board of Directors meets in March to make final funding decisions.

All agencies are informed of the funding decision in March following the Board meeting.

Monthly funding payments begin on April 15, 2018 to approved Partner Agencies.

Partner Agency Requirements

Agencies that are successful in receiving funding agree to fundraise for UWSM during the funding period, to help build a strong Community Fund. They commit to at least one of the following:

- Ask staff + volunteers to make a one-time gift or payroll pledge to UWSM
- Hold a special event in support UWSM
- Invite UWSM to make a presentation to our Board of Directors

Agencies agree to participate in non-mandatory activities, as schedules allow, including:

- Quarterly, Partner Agency Council (PAC) meetings
- Agency visits to shed light on our shared work
- Days of Caring volunteer opportunities
- UWSM Speakers Bureau

Agencies agree to include the UWSM logo on the home page of its website, as well as any electronic or printed materials related to the funded program/project, as set out in the Partner Agency Agreement.

What the UWSM Community Fund does NOT support

- Capital campaigns
- Ministry of Health-funded issues
- Educational institutions
- Direct religious activities of religious groups or organizations
- Governmental (or affiliate) agencies, universities, schools, hospitals

Community Impact Funding Application – Key dates

- Call for Expression of Interest: Issued November 22, 2017
- Expression of Interest: Submissions accepted between November 22 – December 13 (noon)
- Invitation to Apply for Funding: Agencies that have submitted an EOI by the deadline will be informed on or by December 15 whether or not they are invited to apply for funding.
- Once an agency has been invited to apply, they will be given one account to log into the UWSM Community Impact portal to begin the new online application.
- More details at: <https://uwsimcoemuskoka.force.com/communityimpact>
- Community Impact Funding Application: Deadline January 10, 2018 (noon)
- Application Assessment and Review: January to March 2018
- Agencies Notified: March 2018
- Funding Period: April 1, 2018 - March 31, 2019
- Agency payments: Issued monthly on the 15th of each month
- Annual Review: Deadline May 15, 2019 (six weeks following end of funding period)

Reminder:

All applicants must be a registered Canadian charity audited financial statements.

UWSM geographical boundaries include Simcoe County, Town of Blue Mountains + District of Muskoka.