

United Way of Cass-Clay Community Sponsorship Guideline & Process

I. Overview of Policy

Please read this guideline in full prior to submitting a request for funding to help ensure qualification and completion of the potential request.

United Way of Cass-Clay (hereinafter referred to as United Way) is a registered 501(c)(3) private, not-for-profit entity and is governed by a volunteer Board of Trustees. Volunteer leadership is crucial to United Way as volunteers are responsible for making all decisions regarding funding to programs and strategic investments.

United Way is committed to advancing the common good and improving lives throughout Cass County, ND and Clay County, MN. Though United Way's investment to community partners is accomplished primarily through an annual community investment review process, United Way considers requests for sponsorships of community events and/or short-term programming on an ongoing basis. A community sponsorship is defined as a one-time event or program that is a part of or in addition to specific program efforts of an organization.

United Way will consider community sponsorships for proposals which outline work to make measureable progress toward one or more of United Way's four Bold Community Goals:

1. Reduce Hunger and Homelessness
2. Prepare Children to Succeed
3. Help People Be Independent
4. Lift People Out of Poverty

II. Investment Strategy

This section provides an overview of our investment strategy and focus areas within each of United Way's four Bold Community Goals. In addition to these strategic focuses, United Way invests a heavier percentage of resources on proposals which seeks to serve individuals who are economically disadvantaged and/or underserved populations.

Reduce Hunger and Homelessness: Under this goal United Way seeks to make investments toward measureable progress to reduce hunger and homelessness along a continuum of care including the following service areas: homeless outreach efforts, emergency shelter, feeding programs/food recovery efforts, and transitional/supportive housing, with a heavy focus on programs that follow the housing first philosophy, a proven method of ending all types of homelessness, which offers individuals and families experiencing homelessness immediate access to permanent affordable or supportive housing with a low threshold for entry.

Prepare Children to Succeed: Under this goal United Way seeks to make investments toward measureable progress to prepare children to enter school ready to succeed and ensure students are successful as they progress through school and upon graduation are "choice ready" for postsecondary or workforce.

Help People Be Independent: Under this goal United Way seeks to make investments toward measureable progress to increase access and reduce barriers to health and behavioral resources in health care and community settings and increase access and reduce barriers to social and vocational opportunities.

Lift People Out of Poverty: Under this goal United Way seeks to make investments toward measureable progress to support families by increasing access to quality, affordable child care and workforce development programs, ultimately increasing wages to a self-sustaining level.

III. Eligibility

All applicants must meet and provide evidence if requested of the following requirements:

- Requested funding will be used to serve residents of Cass County, North Dakota and Clay County, Minnesota. Applicants who serve a larger geographic area (i.e. statewide) may apply but must ensure that funding will support activities in these two counties.
- Maintain eligibility as a public agency, including Indian tribes and nonprofit private organizations, both secular and faith-based, which serve individuals in Cass County, North Dakota and Clay County, Minnesota. This requires that private nonprofit organizations obtain and maintain a 501(c)(3) status with the Internal Revenue Service.
- Be incorporated or chartered under appropriate local, state, or federal statutes.
- Abide by federal and state laws regarding anti-discrimination, equal opportunity, affirmative action, and anti-terrorism.
- Have an active, locally based, volunteer board of directors that meets regularly, makes policy decisions, and holds election of officers.
- Have an administrative structure with defined lines of responsibility, a mission statement, and bylaws.
- Be financially stable and able to ensure appropriate stewardship of the funds entrusted, perform a regular budgeting process, and be able to submit audited financial statements and/or IRS Form 990.
- Be willing to cooperate with collaborative partners and other organizations to meet collective goals and create measurable, lasting change for individuals in our community.
- Have current license, certification, and permits if applicable.
- Be able to demonstrate effectiveness of programs and services through measurable outcomes.

IV. Request Process

Eligible applicants are encouraged to submit a request for funding which aligns with United Way's Bold Community Goals as outlined in section II. In addition to strategic alignment, please note the following before submitting a request:

- Funding requests larger than \$5,000 are generally not considered for community sponsorships.
- Funding requests for capital needs, religious, and political purposes will not be considered.
- Community sponsorship requests for funding must be submitted to United Way no later than 30 days prior to the event or programming start date.
- Post funding report must be submitted no more than 30 days after the event or conclusion of the programming.

To submit a request for a community sponsorship, applicants must send an email with intent to apply to **BOTH** Thomas Hill, Community Impact Director at thill@unitedwaycassclay.org and Megan Jenson, Community Impact Manager, at mjenson@unitedwaycassclay.org. Once the email is received, United Way staff will send an email with login information to submit the online request for funding, no later than 10 business days from receipt.

V. Request for Funding

Once the applicant has received access to the online request for funding, the request must be submitted in full within 30 calendar days to be considered for funding. Through the online request for funding, the applicant must submit the following items:

- Description of organization (including contact information and mission statement)
- Description of request (including details of program or event, completion date, and how funds will be used)
- Description of clients being served
- Performance measures and description of data collection process
- Program or event budget

In the email containing login information to submit the online request for funding, a full guide will be provided with details on how to complete the request through the online platform. Please note that the online request for funding is used for multiple funding sources, and when submitting a request for community sponsorships you will not need to submit all open sections. The included guide will highlight which sections are required for each type of request for funding.

VI. Request Approval Process

Through an annual budgeting process, the Board of Trustees approves the annual amount to be invested in potential community sponsorship requests.

All requests submitted through the online platform will be reviewed by United Way staff to ensure the requested information is included in full and conduct any follow-up required for completion and clarification.

Following, the United Way President will review and approve or deny the request for funding, based on the level to which the request adheres to the strategic focus and eligibility guidelines as outlined in the previous sections.

This decision will be presented to the Board of Trustees to inform them of the investment and expenditures with this line item.

Funds will typically be disbursed no later than 30 days following approval, depending on the timing of the event or programming. Final funding disbursement date and reporting due date will be determined following approval of the request.

V. Branding & Marketing Expectations

Following approval of funding, agencies funded through a community sponsorship will agree to:

1. Mention the event or program is funded in part by the United Way Cass-Clay, leading up to the event, in all:
 - a. Verbal presentations
 - b. News and media releases
 - c. Social media sites such as Facebook
2. Include the United Way Community Partner logo on the following, specific to the event or program:
 - a. Electronic and print materials
 - b. Projected Presentations
3. Comply with all United Way branding guidelines (guidelines available upon request)