



United Way Guelph Wellington Dufferin 2022-2024 Funding Guidelines for Applicants

About United Way Guelph Wellington Dufferin

United Way Guelph Wellington Dufferin brings people and resources together to meet existing and emerging social needs, in order to improve lives and build strong, healthy communities for all. We strive to make lasting, positive change for those in our community who need us most and build a shared responsibility for social good.

Our Approach to Community Impact

Our communities have experienced hardship and isolation through a prolonged pandemic, an unignorable deepening of preexisting needs and inequities and a groundswell of interest from individuals and organizations who want to directly contribute to make a difference. To support a *radical recovery*, we will approach our funding moving forward with the aim to reduce barriers to supports, connection and community, provide flexibility to respond to our communities' needs and make lasting, positive change to build a stronger community moving forward. Our support will be rooted in 'local' - solving local problems with local solutions and aim to empower those closest to the issues. We are committed to facilitating and supporting a collaborative effort and a shared responsibility and will focus on solutions and supports to address current, deepened community challenges – *together*.

United Way Guelph Wellington Dufferin will have opportunities to make impact through the following funding streams:

All That Kids Can Be – Service Network funding

From Poverty to Possibility – Collective Impact funding

Healthy People, Strong Communities – Program Funding

Wellington, Dufferin Local Grants – for programs/services operating in Wellington County & Dufferin County

Diversity, Equity and Inclusion – for equity & rights seeking groups (opening Winter/Spring 2022)

Responsive Funding – smaller grants (under \$15,000), open 3X/year (opening February 2022)

Timelines

August 30, 2021	Letter of Intent (LOI) Process opens https://unitedwayguelph.com/apply-for-funding/
September 24, 2021 @ 11:59pm	Letter of Intent closes. Late submissions will not be accepted.
By October 18, 2021	Successful LOI applicants will be notified and asked to submit a full funding application. Please note that the invite to submit an application does not guarantee funding. Application reviews and funding decisions will be made by our Community Impact Committee volunteers and Board of Directors.
October 18, 2021	Applications Open
November 12, 2021 @ 11:59 pm	Applications Close
January 15, 2022	Applicants will be notified of funding decisions.
April 1, 2022	Funding Begins

Note: Applications for the Diversity, Equity & Inclusion funding stream will be available in Winter 2022; Applications for Responsive Funding will open beginning in February 2022.

General Criteria for Receiving United Way Funding

In order to be eligible to receive United Way funding, the applying agency should meet the following eligibility criteria:

- Provide services to Guelph, and/or Wellington County, and/or Dufferin County (preference will be given to organizations located in Guelph, and/or Wellington County, and/or Dufferin County)
- Be a registered charity (or have a registered charity or other qualified donee acting as your host organization)
- Maintain a volunteer Board of Directors that meet regularly
- Release audited financial statements each year (or financial review for charities with annual revenues less than \$100,000),
- Be non-partisan
- Have been in operation for at least one (1) year
- Adhere to the Ontario Human Rights Code and not exclude anyone from service, accommodation or employment by reason of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, gender, sexual orientation, gender expression, age, marital status, family status, or disability.

United Way does NOT typically fund environmental, heritage, sports or arts organizations unless programming intentionally services vulnerable communities. United Way will also not fund direct religious activities of religious groups or organizations. For a complete list of organizations that are not eligible, please read our [Frequently Asked Questions](#).

Examples of Qualified Donees include:

- Registered charities
- Registered Canadian Municipalities
- For more information, check the Canada Revenue Agency list of qualified donees [here](#)

Please note: At present, United Way is limited by the Income Tax Act to only fund registered charities and qualified donees as defined by the [Canada Revenue Agency](#). We support amendments proposed via Bill S-222, "[The Effective and Accountable Charities Act](#)" which will enable us to create more equitable access to funding for grassroots organizations in the future.

If you have any questions about these or want to discuss how they might impact your application/organization, please contact Colleen Murdoch (colleen@unitedwayguelph.com)

For a list of what funding can be used for, as well as ineligible expenses, please review our [Frequently Asked Questions](#) document.



About United Way Funding Opportunities

In response to the pandemic and in an effort to make funding more accessible, address inequities and support our community's evolving needs, our investment model has changed to become more flexible in the way that we provide funding and also to provide more opportunities during the year to access funding in a way that better meets the needs of organizations.

We are working to build impact in 5 areas:

Resilience in children and youth through emotional wellbeing, because we know that helping to prevent and mitigate adverse childhood experiences is both urgent and foundational to lifelong potential;

Belonging, inclusion, and connection to supports in community, because we know that isolation, mental health, and informal and formal supports are critical issues coming out of the pandemic;

Dedicated investment for equity-seeking and rights-seeking groups, because we know that real, tangible barriers to resources and belonging in our communities persist;

Aligned collaborative supports for food, housing, and financial security, because we know individuals and families need comprehensive opportunities to stabilize, recover, and build their futures; and

Focused investment and presence in rural communities, responsive to their unique needs.

Impact Area Funding Information

All That Kids Can Be

Focus: Resilience in children and youth through emotional wellbeing, because we know that helping to prevent and mitigate adverse childhood experiences is both urgent and foundational to lifelong potential.

Funding under this impact area will be allocated to a **service network** – a group of organizations working together to achieve a shared outcome and purpose – specifically, services will be coordinated between agencies to foster maximum participant engagement across the multiple services of the network and increase program participant impact.

Organizations wishing to apply to this area should submit (1) Letter of Intent on behalf of the network, with the list of community partners you will be working with. If you are looking to provide services in this area but are not currently connected to a network, please reach out to Colleen Murdoch (colleen@unitedwayguelph.com) as soon as possible to discuss your intent.

Emotional and social wellbeing are critical to healthy development and future success in children and youth. This includes self-esteem and the ability to understand, regulate and harness emotions. Service networks applying under this impact area should be working towards the following outcomes:

- Children and youth believe in themselves and thrive as their empowered, unique selves;
- Children and youth make healthy choices
- Children and youth can better handle life's challenges
- Children and youth have increased access to activities and supports
- Stronger relationships between children/youth and supportive adults

Outcome measures could include:

- Increased wellbeing and/or social competence
- Increased or maintained self-esteem/self-confidence
- Increased sense of belonging/connectedness to community
- Reduced isolation
- Increased relationships with others or social skills
- New or increased participation in school or community activities
- Increased number of children/youth connected to programs & supports
- Increase in school attendance

Funding Period – Funding under this stream will be distributed between April 1, 2022 – March 31, 2024. Note, a network will be asked to submit a joint application, budget and evaluation plan and costs related to network coordination are eligible for support.

Healthy People, Strong Communities

Focus: Belonging, inclusion, and connection to supports in community, because we know that isolation, mental health, and informal and formal supports are critical issues coming out of the pandemic;

Funding under this impact area will be **program-based** and available for organizations aiming to increase connection and informal support outcomes for participants. Funding will be allocated to the organization applying for a specific program or service that aligns with the outcomes listed below. Working in partnership with other organizations is not required but always encouraged!

Organizations wishing to apply for funding under this impact area should submit **one** Letter of Intent for each program/service they wish to apply for. Organizations are not limited to the number of programs/services they can submit for, but we do encourage you to prioritize programs/services for your organization, keeping in mind there are limited funds to distribute.

Programs/Services applying to this impact area should be working towards the following outcomes:

- Individuals and families are connected to and able to access the services and supports they need
- Individuals and families create and maintain supportive relationships and connections
- Individuals and families feel a sense of belonging and inclusion in their community
- Individuals and families have positive mental health and are better able to handle life's challenges

Outcome measures could include:

- Increased sense of belonging/connectedness to community
- Improved social support and/or reduced isolation
- Strengthened relationships to family and/or friends
- Improved self-regulation of emotion and/or coping skills
- Reduced risk/harm and/or prevented behavioural/emotional crisis
- Improved knowledge of other relevant services and how to access those services
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Funding Period – Funding under this stream will be distributed between April 1, 2022 – March 31, 2024.

From Poverty to Possibility

Focus: Aligned collaborative supports for food, housing, and financial security, because we know individuals and families need comprehensive opportunities to stabilize, recover, and build their futures.

Funding under this impact area will be allocated as to a **collective impact** initiative. We are looking to invest in a multi-year integrated plan to address the complex challenges of poverty, which includes a common vision, shared budget, action plan and measurements for participating organizations, and is informed by lived experience.

United Way will invest in backbone support and assist with the convening of the strategy throughout, ensuring knowledgeable community partners are co-leading the process. We are committed to the success of this work and supporting through a trust-based, flexible approach.

Once Letters of Intent are received for this stream, United Way will invite interested organizations to be part of the collective process of defining goals and strategies. Funding will be allocated to individual organizations within the collective impact group, however, the total budget will be shared.

Organizations who are providing services working towards supporting the following outcomes are welcome to apply:

- Access to emergency shelter and transitional housing
- Access to stable, affordable, permanent housing
- Reduced risk of eviction or homelessness
- Decreased need for emergency food
- Increased access to sufficient, nutritious, culturally appropriate and affordable food
- Access to adequate individual and family-sustaining income/income supports
- Increased financial stability and decreased stress due to financial instability

If you are interested in applying under this stream, you should submit a Letter of Intent either:

- 1) In partnership with other organizations doing similar work, which you feel align with your outcome goals (i.e. housing supports, food security etc.) and you would be interested in collaborating and integrating efforts with throughout this multi-year process. Your LOI should indicate what your organizations and partnership bring to the whole collaborative and how you see that having an impact on the community.
- 2) On your own, stating your interest in participating in this collective impact work and what your organization can bring to the group. If you are submitting an LOI on behalf of an individual organization, you should be prepared and willing to look at your work through the collective impact lens.

Characteristics of Collective Impact to Keep In Mind

“Collective impact” describes an intentional way of working together and sharing information for the purpose of solving a complex problem. It is based upon both values and evidence that a collaborative approach is more likely to have an impact than if one organization was doing the work on its own. These characteristics are critical to the success of collective impact work:

- Clearly defined population-level outcome goals
- A clear model of the integrated efforts required to achieve those goals
- Shared measurement of outcomes and leading indicators
- Continuous communication and improvement
- Backbone coordination and support

Funding Period – Funding under this stream will be distributed between April 1, 2022 – March 31, 2027 and may be renewed.



Diversity, Equity & Inclusion Funding Stream

NOTE: Expected Launch – Winter 2022

Focus: Dedicated investment for equity-seeking and rights-seeking groups, because we know that real, tangible barriers to resources and belonging in our communities persist.

United Way is rooted in building strong and inclusive communities. We strive to create opportunities for everyone to reach their full potential. However, many of the issues United Way works to address have a disproportionate impact on BIPOC, LGBTQ2+, women and other marginalized communities. We acknowledge that due to systemic factors, some members of our community experience barriers to accessing programs/services and funding to support those programs. This stream will work to support organizations doing work to support equity and rights seeking groups and improve equity, diversity and inclusion across our community within United Way's scope of impact.

Funding under this impact area will be for equity and rights seeking organizations.

United Way will be working with community partners to develop the framework for this stream in the coming months. We expect to launch the application process for this stream in Winter/Spring 2022. More information will be forthcoming.

If your organization is representative of equity or rights seeking groups, we encourage you to email Colleen Murdoch at colleen@unitedwayguelph.com so we can be in touch with more information as it is available.

Funding Period – Funding under this stream is *estimated* to be distributed between June 1, 2022 – March 31, 2024.



Wellington, Dufferin Local Grants Stream

Focused investment and presence in rural communities, responsive to their unique needs.

At United Way we recognize that the needs and issues that impact the communities we support can look different in rural and urban areas, and across distinct communities. We are committed to supporting local issues with local solutions and are looking to apply a local lens to funding in Wellington County and Dufferin County. Our impact will look different in each community and be shaped by local partners and local United Way volunteers.

Funding in this area is available as both program funding to organizations or funding to support the work of collective or systems work within the community. Working in partnership with other organizations is not required but always encouraged!

The goals and outcomes of programs/services/collectives should focus on the key focus areas and outcomes of United Way, including All That Kids Can Be, Healthy People, Strong Communities and From Poverty to Possibility (outlined above). Letters of Intent should indicate which community you will be doing your work in and what makes your work or needs unique because of the geography.

Organizations wishing to apply for funding under this impact area should submit **one** Letter of Intent for each program/service/collective they wish to apply for. Organizations are not limited to the number of programs/services they can submit for, but we do encourage you to prioritize programs/services for your organization, keeping in mind there is limited funds to distribute.

Funding Period – Funding under this stream will be distributed between April 1, 2022 – March 31, 2024. Note: Organizations from Wellington and Dufferin are also eligible to apply to all other impact streams.



Responsive Funding

In addition to the funding streams above, United Way will open applications for smaller community or project grants three times a year. These grants are available to organizations looking to respond to emerging needs, require a smaller amount of funding dollars to complete a project or are looking for urgent funds to address community issues.

Maximum grant amount is \$15,000.

Projects should align with the key focus areas and outcomes of United Way, including All That Kids Can Be, Healthy People, Strong Communities and From Poverty to Possibility (outlined above).

Application and funding timelines are below:

Applications Open	Funding Period
February	April 1 – August 31
July	September 1 – December 31
November	January 1 – March 31

Letter of Intent Guidelines

United Way Guelph Wellington Dufferin is implementing a Letter of Intent (LOI) as a first step of our application process. This is meant to provide an opportunity to outline proposals without the effort of a full application. Please summarize your responses, while ensuring enough information is provided to clearly outline your goals and how funding will be used to make an impact in Guelph, Wellington and Dufferin. Please submit a separate LOI for each program/service/initiative.

You can access the Letter of Intent application [here](#)

Letter of Intent Notes

Organization Information

- **Application Contact Name:** Please include the name of the person submitting the application or who can be contacted if we have any follow up questions. This might be different than your Executive Director.
- **Charitable Registration #:** If you are not a registered charitable organization, please indicate who will be acting as your qualified donee and what their registration # is
- **Community where the program/service will operate:** For example, if your main office is located in Guelph, but the program/service you are applying for will be operated in Wellington County, please select Wellington County

Please refer to the Letter of Intent questions for a summary of what we are looking for in your responses.

Please Note: You will not have the ability to save your progress on your Letter of Intent. We suggest completing your answers in Microsoft Word and copying/pasting so that you have a copy of your answers in case of technical difficulties.

You can access a list of the questions in the Letter of Intent [here](#).

If you require assistance completing the Letter of Intent or need a Microsoft Word form to complete (vs. the online form) please email Colleen Murdoch at colleen@unitedwayguelph.com



Questions?

Please review our [Frequently Asked Questions](#) document.

If you have questions or need support in completing this application, **please contact:**

Colleen Murdoch
Director, Community Engagement & Impact
United Way Guelph Wellington Dufferin
colleen@unitedwayguelph.com