



United Way Guelph Wellington Dufferin

**Applicant Guide
Funding 2024-2026**





United Way Guelph Wellington Dufferin 2024-2026 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. We approach our funding and organizational support with the aim of reducing barriers to supports, connection and community, providing flexibility to respond to our communities' needs and making lasting, positive change to build a stronger community. Our support is 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*.

About United Way Funding Opportunities

In 2021, United Way Guelph Wellington Dufferin undertook a strategic evaluation of our community investment process and community impact goals. In an ever-changing environment coming on the end of a 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 to access funding in a way that better meets the needs and dreams of organizations.

We are working to build impact in 5 areas:

All That Kids Can Be

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;

Healthy People, Thriving Communities

Belonging, inclusion, and connection to supports in community, because we know that isolation, mental health, and informal and formal supports continue to be critical needs;

Equity, Diversity & Inclusion

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

From Poverty to Possibility

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

Rural Communities

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

In October 2023, United Way Guelph Wellington Dufferin will open opportunities to community service organizations to make impact through the following funding streams:

Healthy People, Thriving Communities – Program Funding

Rural Communities – Program Funding for organizations operating in Wellington County & Dufferin County within United Way's scope of impact

Equity, Diversity and Inclusion – Program Funding OR Operational Funding for organizations supporting marginalized communities and improving equity, diversity and inclusion across our community within United Way's scope of impact.

Timelines




October 2, 2023	Applications open https://unitedwayguelph.com/apply-for-funding/
October 30, 2023 @ 11:59pm	Applications Close. Late submissions will not be accepted.
Late 2023	Application reviews and funding recommendations & decisions will be made by our Community Impact Committee volunteers and Board of Directors.
By February 2024	Applicants will be notified of funding decisions.
April 1, 2024	Funding Begins

Eligibility

Definition of Community Service Organizations

United Way Guelph Wellington Dufferin will accept applications from Community Service Organizations, which means non-profit organizations, Indigenous Governing Bodies or Registered Charities located in Canada that provide services to the City of Guelph, Wellington County or Dufferin County.

Community Service Organizations include:

-  **Registered Charities/Other Qualified Donees**
Charities and other qualified donees registered with the Canada Revenue Agency, that are not listed below as an ineligible organization.
-  **Non-Profit Organizations**
Unincorporated and incorporated associations, clubs or societies that are not registered charities or individuals but are organized and operate exclusively for social welfare, civic improvement, pleasure, recreation or any other purpose except profit.
-  **Indigenous Governing Bodies**
Indigenous governing bodies that are not registered as qualified donees or non-profits, such as First Nations bands, Métis settlements and Inuit governments or associations.

Eligible Organizations

To be eligible to receive United Way funding, community service organizations should meet the following eligibility criteria:

- Be a Community Service Organization, as defined above
- Be incorporated or established in Canada or have a principal registered office address in Canada
- 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 in good standing with the Canada Revenue Agency, a provincial registry or applicable regulatory body (if applicable)
- Have a governance structure in place with at least three people on the board, management committee or other type of governing body that do not stand to profit from the organization's activities or the activities of the application for funding
- Have internal accountability measures such as practices and procedures for internal controls and accountability
- Have a bank account in the name of the organization and a financial management system to track the organization's income and expense transactions effectively
- 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.

Ineligible Organizations

The following organizations are ineligible for funding:

- For-profit organizations
- Unions and professional associations
- Individuals
- Foundations where the funding would be used to support their annual disbursements to other qualified donees (a foundation's charitable/direct service programs are eligible)
- Organizations whose purpose is solely related to political activity
- Organizations that could be deemed discriminatory, as defined by the Ontario Human Rights Code
- Organizations without a clear delineation between religion and community service as evidenced in the organization's bylaws

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.

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

Eligible and Ineligible Expenses

If you are applying under the **Healthy People, Thriving Communities** or **Rural Communities** funding streams, applications should be submitted for **program funding**. The following is a list of eligible/ineligible expenses related to program funding:

Eligible Program Funding Expenses

Eligible expenses include reasonable expenses that are directly related to the project, to further the project's purpose and activities, including:

- Personnel - Wages and employment-related costs for **program** staff
- Contractors - Fees for professional service
- Accommodation and supports for program staff, volunteers and program participants
- Program materials and supplies
- Printing and communication
- Travel expenses related to the program for staff and volunteers
- Utilities, insurance, and rental of premises where the program occurs
- Lease, purchase and maintenance of program equipment
- Administrative costs including evaluation, data collection, and other administrative costs directly associated with the program.
- Small capital expenditures (\$3,000 or less) for essential program equipment

Ineligible Program Funding Expenses

Ineligible expenses include but may not be limited to:

- Fundraising events or conferences
- Films or videos that do not support or are not essential to the program
- Programs/services operating outside of Guelph, Wellington & Dufferin
- Programs/services not aligned to our impact areas
- Programs/services that could be deemed discriminatory, as defined by the Ontario Human Rights Code
- Deficit or emergency funding, or contingencies
- The principal portion of mortgage payments or depreciation of buildings and equipment
- Capital campaigns or large capital expenditures exceeding \$3,000 (Note: small capital expenditures of essential program equipment are eligible)
- Religious activities
- Partisan political activity as defined by Canada Revenue Agency
- General operating funds for the purpose of organizational stability
- Interest expenses
- Legal penalties

If you are applying under the Equity, Diversity & Inclusion funding stream, you may be eligible for either program funding or operational funding. Please refer to the Equity, Diversity & Inclusion stream on page 10 for more information.

Impact Area Funding Information

Healthy People, Thriving 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 community service 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!

Community service organizations wishing to apply for funding under this impact area should submit one application 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, 2024 – March 31, 2026.

Rural Communities

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 community service 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 Area Outcomes](#) of United Way, including All That Kids Can Be, Healthy People, Strong Communities and From Poverty to Possibility. Applications 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 application** 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, 2024 – March 31, 2026. Note: Organizations from Wellington and Dufferin are also eligible to apply to all other impact streams.

Equity, Diversity & Inclusion Funding Stream

Focus: Dedicated investment for marginalized communities, 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 black, Indigenous, racialized, 2SLGBTQ2+, people with disabilities 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 marginalized groups and improve equity, diversity and inclusion across our community within United Way's scope of impact (please refer to [Focus Area Outcomes](#)).

Applications to this fund will be evaluated by a volunteer committee, made up of community members who self-identify as a member of a marginalized group or have lived experience.

Funding under this impact area is for community service organizations led by or supporting marginalized communities. As original inhabitants of this land, United Way recognizes the unique status of Indigenous peoples as nations and that our relationship must be rooted in an approach recognizing this and the impact of colonialism. As such, a portion of the funding available will specifically support First Nations, Metis & Inuit (FNMI) applications, reviewed by FNMI community members.

Funding Options – Funding through this stream can be allocated one of two ways:

- 1) To support program-specific expenses (as described above under “Eligibility)
- 2) To support operational expenses (see below)

Organizations will be asked to select one of the two funding options at the time of their application.

Funding Term – Funding under this stream will be distributed between April 1, 2024 – March 31, 2026.

Applications are open to:

- Community service organizations that are either:
 - Led by a marginalized group*. “Led” in this context reflects a collection of decision-makers and influencers that spans the executive leadership, senior and program staff as well as volunteers, including the board (if applicable).
 - Collaborate with and involve the marginalized community in their work at a high level. Preference will be given where program staff (if not leadership staff) are members of the community they seek to serve.
- Community service organizations serving:
 - Black and racialized communities
 - First Nations, Metis and Inuit communities
 - Refugees, newcomers and immigrants, including:

- Youth
 - Seniors
 - those with English as a second language
 - Youth (ages 16-24), and in particular:
 - Living in rural communities
 - Transitional aged youth
 - 2SLGBTQ+
 - Neurodiverse
 - Racialized
 - Refugees, newcomers & immigrants
 - Women (including cis, trans, non-binary intersex), and in particular:
 - Women in crisis
 - Single Parents & Caregivers
 - Refugees, newcomers and immigrants
 - Seniors, and in particular:
 - Living in rural communities
 - Living with disabilities
 - People living with disabilities, and in particular:
 - Living in rural communities
 - Living with low income
 - With hidden disabilities
 - Seniors
 - People living in rural communities, and in particular:
 - 2SLGBTQ+ youth
 - Youth
 - Seniors
 - Refugees, newcomers and immigrants
- Projects that 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 under [Focus Area Outcomes](#) below).

*Marginalized groups are those that face significant challenges in participating in society because of barriers to equal access, opportunities and resources due to disadvantage and discrimination, and actively seek social justice and reparation

Note: due to the amount of funding available, only one application per organization will be considered and partial funding may be provided.

NEW: Operational Funding for the Equity, Diversity & Inclusion Stream

United Way Guelph Wellington Dufferin recognizes that by investing in an organization's core operational needs, we can enable them to improve their overall organizational strength. This is especially true in the case of smaller, grassroots organizations who are just beginning their journey of serving our community.

We are excited to provide this unique funding opportunity to organizations applying for funding under our Equity, Diversity and Inclusion stream, as part of our ongoing commitment to improve the way we fund and support organizations in our community. This opportunity is only available under this funding stream as a pilot project for this funding term, to learn and understand how general operating support can enhance our partner's capacity and impact and how we might scale the opportunity in the future.

To be eligible to apply for operational funding, organizations must:

- Primarily support marginalized communities
- be led by a marginalized group*. "Led" in this context reflects a collection of decision-makers and influencers that spans the executive leadership, senior and program staff as well as volunteers, including the board (if applicable).
- collaborate with and involve the marginalized community in their work at a high level. Preference will be given where program staff (if not leadership staff) are members of the community they seek to serve.
- be prepared to participate in an evaluation process at the end of Year 1 and 2 of the funding
- be willing to provide reporting (both qualitative and quantitative) on their core programs & services, unlike program funding where you would only report on one funded program. We are interested in knowing whether providing operational funding is an effective strategy in enabling organizations to invest resources where they are needed most and support the overall growth and development of the organization.

Financial Limits

Organizations can apply for an annual maximum of 10% of their operating budget, to a maximum of \$50,000 annually.

Eligible Operational Funding Expenses

Operational funding is intended to support the general costs of running an organization to assist in delivering vital work and to assist an organization's growth by providing funding to move them to the next stage of organizational development. Eligible expenses include:

- Personnel & mandatory employment related costs (MERCs) – Senior Management (including Executive Director, Associate Director, Chief Operating Officer, Managers who supervise multiple programs and/or staff), Administrative Support, Human Resources, IT/Data Management
- Occupancy Costs (administrative/office space and/or program space) & utilities
- Contractors - Fees for professional service, legal services (services related to the growth

of an organization, contracts, non-profit registration etc., but NOT legal penalties), insurance, financial services

- Office Supplies
- Small capital expenditures (\$3000 or less) related to the general operation of your organization

Ineligible Operational Funding Expenses

The following expenses are not eligible if you receive operational funding:

- The principal portion of mortgage payments or depreciation of buildings and equipment
- Capital campaigns or large capital expenditures exceeding \$3,000 (Note: small capital expenditures of essential program equipment are eligible)
- Endowments
- Building your organization's reserves
- Deficit or emergency funding, or contingencies
- Religious activities
- Partisan political activity as defined by Canada Revenue Agency
- Interest expenses
- Legal penalties

Focus Area Outcomes

Submitted applications under both the Rural Communities & Equity, Diversity & Inclusion streams should be supporting outcomes under one of our three focus areas: All That Kids Can Be, From Poverty to Possibility or Healthy People, Thriving Communities.

All That Kids Can Be

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.

Programs/Services 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

Healthy People, Thriving Communities

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

From Poverty to Possibility

Programs/Services applying with a focus on poverty should be working towards the following outcomes:

- 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

Application Evaluation

All applications from eligible organizations will be reviewed, and all applicants will receive notification of the outcome of their application. Unfortunately, not all organizations or applications can be funded, and some may not be funded at the level requested.

All applications are reviewed by staff, evaluated by a volunteer committee of community members with lived experience, knowledge of our community, the issues we face and the non-profit sector. Recommendations are then approved by our Board of Directors.

In general, funding applications will be evaluated on the following criteria:

- Alignment of the proposed program outcomes with the outcomes of United Way's impact areas
- Demonstrated need for the program/service in our local community
- Activities, timelines and budget reflect a sound program design and is within the capacity of the organization to implement and oversee
- Intended impact on our community – both from an outcomes perspective and that the community will be (or has been) meaningfully involved in the program design & delivery
- An equity lens has been applied and where applicable, there is evidence the organization has experience working with the population it intends to serve
- Diversity of income sources (we encourage a variety of income sources to assist with your financial sustainability)

Reporting Requirements

All organizations who are successful in receiving funding will be required to complete an annual report at the end of Year 1 and Year 2 of the funding term. Reports will include both qualitative and quantitative questions, including a budget submission outlining how the funds were used. Failure to submit the reports may impact the release of funding for the subsequent year or future funding applications.

How To Apply

Applications are submitted online through our application portal, DecisionHub. [Click here](#) to be directed there.

If you have submitted applications to us before, you can use your existing username and password to login. If you forget this, please use the “Forget Password” link on the website to reset (United Way staff are unable to reset this for you).

If you are new to submitting an application, please create a username and password.

Only applications started under your login are able to be saved and completed at a later date. We recommend ‘saving’ your work multiple times throughout!

If you have multiple staff contributing to an application, you can share your login with them.

If you require an application in Word format, please email colleen@unitedwaygwd.com and we can send that to you.

If you or your organization requires any other accessibility accommodations to complete the application, please email colleen@unitedwaygwd.com and we would be happy to assist.

Deadline for applications is Monday October 30th at 11:59 pm. The portal will close at that time.

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@unitedwaygwd.com