



**July 1, 2012 - June 30, 2015
Allocation Process Guidance Packet**

TABLE OF CONTENTS:

Application Process.....	Page 2
Information.....	Page 2-3
Process for Funding Decisions.....	Page 3
Application Package Contents.....	Page 4
Request for Proposal Instructions.....	Page 5
Long Term Organization Monitoring.....	Page 6
Building Blocks and Outcomes.....	Page 7
Memo of Understanding.....	Page 8-11

Questions or concerns?
Contact Colleen Bolingbroke at United Way
Phone: (860) 582-9559 / Email: colleen.bolingbroke@ctunitedway.org

Application Due Date: March 1, 2012

APPLICATION PROCESS

United Way of West Central Connecticut (UWWCC) has established a three year allocation process. Organizations will apply for funding once every three years. This process was established to reduce the administrative work required by both the organizations and United Way. In the first year, organizations will apply for funding utilizing a three year projection of needs. The application will be evaluated by UWWCC staff and volunteers and funding will be granted on a three year basis. Organizations will not reapply for funding the following two years. Instead, organizations will provide financial updates and outcome measurement reports that provide information on community impacts as a result of funding. Those organizations applying for funding from the Combined Federal Campaign will need to continue to apply annually for those funds.

The amount of funds available for allocation varies from year to year and is determined by UWWCC Community Campaign funds. The UWWCC will continue to provide allocated funding as determined by the three year process provided campaign results are maintained or exceeded year to year.

Organizations will apply for funding for *programs* as outlined in their logic models. For the purpose of funding requests, all funding by United Way of West Central Connecticut *must* go to programs and services in Bristol, Burlington, Plainville or Plymouth/Terryville. Funding for programs outside of this geographic area will not be considered for this request.

The United Way Allocations Committee will review all requests. The UWWCC Board of Directors, as part of the allocation process, will act on the recommendations of the Allocations Committee. No organization is exempt from this process regardless of amount or type of funding request. **Any organization's failure to submit all information requested on time and in the format requested may disqualify the program from receiving funds from UWWCC for the next three fiscal years.**

INFORMATION

- All programs funded must address at least one outcome under UWWCC Building Blocks (*see page 7*).
- A representative from your organization is required to attend a Mandatory Information Session & Proposal Training on Wednesday, January 18, 2012 from 9:00-10:30am at the Bristol Public Library (snow date - January 25th).
- Follow ALL directions; do not modify the UWWCC forms.
- UWWCC staff is available to assist organizations with questions on the proposal. Please call Colleen at (860) 582-9559 ext. 406.
- Funding begins on July 1st of each year of the three year allocation process. Funding is from July 1st to June 30th and the amount of funds varies from year to year based on Campaign funds.
- Required Documents Due During Funding Cycle: (1) Mid-Cycle Outcome Data Report Due: January 31, 2014 (see separate packet) and (2) Annual Financial Report due at the end of each funding year. Second and third year funding is contingent upon the outcome data report and financial reports. The outcome measurements reports will be used to ensure allocated dollars are resulting in positive impacts to the community.

- **If applying for more than one program, you must complete a separate Community Partner Application for each.**
- Any organization seeking United Way funding must demonstrate its ability to operate programs in a manner consistent with the highest standards of quality, which shall include compliance with United Way management and financial requirements.
- The United Way retains the right to conduct a review of an organization at any time during its funding commitment should the United Way deem it necessary in order to maintain the integrity of the use of community dollars.
- United Way of West Central Connecticut provides support for operational costs of programs provided by organizations. Major capital items or improvements to facilities should be considered as part of capital campaigns and should not be included in the request to United Way for program support. Small items may be considered if they are critical to the program's operation and details should be included in the budget (Section VI). Additionally, United Way does not provide financial support to building reserve funds.

PROCESS FOR FUNDING DECISIONS

United Way of West Central Connecticut program review and allocation process occurs in the following steps:

1. Organization will submit its application no later than the end of the business day on March 1, 2012.
2. The completed application will then be reviewed by the United Way staff for completeness. Requests for additional information may be made at this time.
3. This is a competitive process. Allocation Committee members and UWWCC staff members will review all proposals. Using the Application Evaluation Form (see separate packet), the team will rate individual proposals and make funding recommendations to the UWWCC Board of Directors.
4. The Board of Directors will approve recommended allocations at their May 9, 2012 meeting.
5. UWWCC staff will communicate decisions to the organizations on June 1, 2012 by letter.

PRIORITY CONSIDERATION

Priority consideration will be given to organizations that can clearly demonstrate the following:

- Building Blocks - the degree to which the organization can demonstrate how they will align with and help United Way achieve the desired outcomes they have chosen under each building block
- Outcomes - the degree to which the organization can show the outcomes they intend to achieve with the program and how they intend to achieve them
- Collaboration - those organizations that collaborate with other organizations to achieve their goals
- Long-term Solutions - the proposed program has the potential to become a long-term solution for an existing problem

APPLICATION PACKAGE CONTENTS

The following is a list of all information that must be submitted with the Community Partner Application:

- UWWCC Signed Memorandum of Understanding (Original only)
- Signed Cover Sheet – Community Partner Application (Original & 13 copies)
- Completed Program Application – Sections I through VI (Original & 13 copies)
- Program Budget Cover Sheet – Section VII (Original & 13 copies)
- Program Budget Forms – Section VII (Original & 13 copies)
- Board of Directors list, including their contact information and years of service (Original & 13 copies)
- Most recent 990 IRS Form (Original & 1 copy)
- Most recent audit and management letter, for organizations with \$100,000 budgets and above only (Original & 1 copy)
- Most recent year-end Statement of Financial Activities (Revenue & Expense Statement) and Statement of Financial Position (Balance Sheet), as presented to organization’s Board (Original & 1 copy)

**United Way may request additional information closer to the time of the actual decision-making process.*

Please drop off or mail these documents to:

**Donna Osuch
United Way of West Central CT
200 Main Street
Bristol, CT 06010**

*Please note that applications received via email will NOT be accepted.

If you have questions regarding the application or the allocation process, please contact Colleen Bolingbroke at (860) 582-9559 ext. 406.

REQUEST FOR PROPOSAL INSTRUCTIONS

I. Instructions for Request for Proposal (RFP)

A. UWWCC Memorandum of Understanding (MOU)

Read and sign the United Way of West Central Connecticut Memorandum of Understanding (MOU). This document serves as an agreement between your organization and the United Way of West Central Connecticut. It shall be signed by the Executive Director of your organization and the Board Chair.

B. Cover Sheet - Community Partner Application

Complete and submit the cover sheet as the first page of your proposal. Once the entire application has been completed and reviewed, it shall be signed by the Executive Director and the Board Chair.

C. Program Application (in Microsoft Word)

Complete the entire Program Application for each program for which you are applying for funds. The questions are designed to ensure the organization provides all necessary information for the UWWCC to make sound funding decisions. The application addresses the components of the logic model and the process for delivery of **the programs to be funded by United Way**. Although United Way is interested in the other activities and programs of your organization, please do not use this section to report on or discuss programs and services not funded by United Way. This proposal should focus on requested funds and how you will deliver the associated programs. **If applying for more than one program, you must complete a separate application for each.**

D. A Note about the Program Logic Model

Remember that the program must address at least one of UWWCC Building Blocks and at least one related outcome(s). Remember that a Logic Model is an agreed upon path that links inputs, activities, outputs, indicators and outcomes in a logical fashion. UWWCC is committed to funding programs that can demonstrate that their services have a measurable impact.

E. Program Budget Forms (in Microsoft Excel)

Please use the attached Excel spreadsheet to share your program's budget including alternate sources of income and projected expenditures. The funding request covers the United Way three year funding cycle. Please ensure that your funding request covers a 12-month period for each year. Section VII provides instructions for completing the spreadsheet. Do not modify the spreadsheet.

Provide information on the budget spreadsheet for only the program referenced in the logic model. **If applying for more than one program, you must complete separate budgets for each.**

LONG TERM ORGANIZATION MONITORING

1. Each organization will be required to submit an Outcome Data Report within the first 18 months (due by January 31, 2014) and at grant end (due by July 31, 2015) with data regarding their intended outcome resulting from funding supplied by the UWWCC (see separate packet).
2. Outcome measurements are reviewed by the UWWCC Allocation Committee to ensure funding is resulting in the desired community impacts.
3. Each year, the Allocation Committee will recommend to the Board of Directors the adjusted program funding allocations based upon the Community Campaign. Funding decisions will be communicated to the funded partners by July 1st.
4. The UWWCC will perform announced site visits to the organizations during the second year of the funding cycle. We may visit additionally as needed.
5. Finally, on an annual basis the UWWCC requires that the organization submit two Financial Reports. The first is a budget comparison looking at where you expected to spend the UWWCC funds versus where you actually spent them. The second will be an updated budget for the following funding year, only to be filled out if there has been a change to your funding amount based on the Community Campaign. These will be provided to you and are due on July 31st of each funded year.

BUILDING BLOCKS AND OUTCOMES

When submitting a proposal, you must address one or more of the three UWWCC Building Blocks and at least one related Outcome. It is United Way's responsibility to ensure that our organization has a **measurable** and **verifiable impact** on the critical needs identified in the community. The Board of Directors will allocate the undesignated funds among the three Building Blocks:

- 1) Education**
- 2) Income**
- 3) Health**

**We cannot stress enough how important it is to show your impact on at least one of the outcomes listed below. The majority of your application's evaluation will be based on whether or not you can demonstrate your alignment with a building block and your work toward achieving one of these outcomes.*

1) Education - Helping Children and Youth Achieve Their Potential

Families are actively engaged with their children in programs, activities and/or experiences

Children are prepared for success in kindergarten

Youth demonstrate age-appropriate social, emotional and cognitive skills

Youth become engaged in their community through increased volunteerism

2) Income - Promoting Financial Stability & Independence

Adults improve/develop life skills necessary for self-sufficiency

Families and individuals work toward self-sufficiency by meeting basic needs

3) Health - Improving People's Health

People in physical or emotional distress access timely services resulting in improvement in functioning

Older, isolated adults access services to increase their connection to their communities

The program outcome measurement data collected by organizations will be utilized to show UWWCC community outcomes results.



West Central Connecticut
200 Main Street
Bristol, CT 06010
(860) 582-9559

Memorandum of Understanding (MOU)

UNITED WAY OF WEST CENTRAL CONNECTICUT, INC.

and

(PARTNER NAME)

I. PURPOSE

While United Way has made every effort to be realistic, flexible and attentive to all of its constituents in developing this document, it in no way is meant to be all-inclusive. Formal questions concerning the interpretation or application of this document should be referred to United Way’s Chief Professional Officer.

This Memorandum of Understanding is intended to be a “living document” that defines the working relationship between United Way and its partners, realizing that in order to achieve maximum community involvement, we must work cooperatively.

United Way encourages maximum self support by partners through a fair and prudent structure of sliding scale service fees, grant and foundation writing, responsible management, prudent investment policies, volunteer recruitment and supplemental fundraising activities in accordance with Section III of this document.

II. PARTNERSHIP EXPECTATIONS

United Way will:

- 1) work to advance the common good by creating lasting changes to improve lives in our communities. Improving lives at an individual, family and community level can be achieved through collaboration with United Way partners and community organizations.
- 2) be a responsible steward of financial resources, fully informing the donors, the community and appropriate regulatory partners of their use.
- 3) maximize the impact of all financial resources by promoting cost-effectiveness, efficient management and substantive outcome measurements internally and among all partners.
- 4) review thoroughly and fairly the Partner’s program(s) for which funding has been received.

- 5) notify allocations decisions in writing prior to the beginning of United Way's fiscal year (July 1).
- 6) pay such allocations monthly, unless other arrangements are made.
- 7) administer and/or accept contributions from the State Employee Campaign and the Combined Federal Campaign, where applicable.
- 8) reserve the right to reduce, suspend or cancel payment of program allocations if this Statement of Understanding is violated by the Partner. In such case, the United Way will provide a written explanation within 14 days.
- 9) sponsor and facilitate regular Partner Forums.
- 10) advocate on behalf of all Partners as appropriate and as is possible.

The Partner will:

1. collaborate with United Way, other community organizations and municipalities to promote effective and efficient programs and services
2. solicit support for the annual United Way Community Campaign and not exclusively for the sole benefit of an individual Partner. Activities include, but are not limited to, conducting an employee and Board solicitation, speaking at United Way campaign workplace meetings when requested, providing public relations information (i.e. client success stories) to United Way, publicly supporting the campaign through letters to local media, and sending a representative to as many events as possible.
3. reference affiliation with United Way in all its public relations efforts, including, but not limited to, use of the authorized United Way logo on its letterhead, brochures, newsletters (printed and electronic) and reference this United Way on the Partner website by linking to the UWWCC website. Partners are encouraged to display an authorized United Way brand sign within their facility.
4. submit annually requested financial statements (including an annual audit of its finances by a Certified Public Accountant). Also submit other information necessary to include the organization in the State Employee Campaign, Combined Federal Campaign and other specialized employee campaigns by date requested.
5. submit by the date requested Outcome Data Reports for all programs approved for United Way multi-year funding.
6. conduct all supplemental fundraising activities as outlined in Section III of this document, avoiding competition with United Way's annual community-wide campaign.
7. use funds allocated by United Way as described in the Community Partner Application. If funds cannot be used for their intended purpose, the Partner must make the request in writing to United Way prior to change. Failure to do so may jeopardize future funding.
8. allow use of Partner name, information on its funded programs, and other appropriate information in year-round marketing and campaign materials and events by United Way.

9. acknowledge that this Memorandum of Understanding does not entitle the Partner to receive funds from United Way.

III. SUPPLEMENTAL FUNDRAISING ACTIVITY GUIDELINES

The purpose of this section is to establish reasonable guidelines so that United Way partners can continue needed programs while not adversely affecting our annual Community Campaign. These guidelines apply to activities conducted within the United Way of West Central Connecticut service area.

Activities that are considered in conflict with the United Way Community Campaign and are prohibited, without express written permission from United Way:

- direct general public solicitation during the primary United Way campaign (September 1st – November 30th), including direct mail, telephone, media appeals, etc.
- solicitation of employees in the workplace at any time, including requests to employee community service funds and/or governmental employee campaigns.
- direct monetary solicitation of corporations or local corporate foundations during the period from September 1st – November 30th.
- fundraising events during the period from September 1st – November 30th.

IV. COMPLIANCE

Any violation of this Memorandum of Understanding can jeopardize United Way's ability to raise maximum resources during its community-wide campaign. Non-compliance, therefore, will be determined by the United Way Board of Directors and could result in a reduction of the Partner's allocation. Repeated non-compliance may be grounds for termination of United Way funding.

CHIEF PROFESSIONAL OFFICER – Signature

DATE

CHIEF VOLUNTEER OFFICER – Signature

DATE

***United Way of West Central Connecticut Strongly Encourages
Funded Partners to Do the Following***

Being a funded partner of the United Way of West Central Connecticut provides your organization with many benefits in addition to funding. The United Way of West Central Connecticut can provide your organization with positive exposure, credibility, volunteers and links to resources and increased funding. We need to work together in order to accomplish these things. Please remember:

- ❖ Respect the blackout period completely (September 1 – November 30th) according to the new guidelines.
- ❖ Attend Partner Forums and Learning Circles as they provide a valuable communication link and are a terrific networking opportunity.
- ❖ Use the correct United Way logo and “Live United” slogan in all printed materials. Advertise that you are a United Way partner in documents, letterhead, websites and display “United Way Helps Here” signs which are provided for you.
- ❖ Add a tag line to press releases such as: “ABC organization is a United Way partner” or “ABC organization is a partner with the United Way of West Central Connecticut.” This is a simple statement that can mean a lot.
- ❖ Support United Way of West Central Connecticut events when possible. Remember we are trying to help your organization! Many United Way events are an opportunity to advertise your organization and gain dedicated volunteers. Examples are Day of Caring, Community Builders’ Reception, United Way Golf Tournament, etc..
- ❖ Collaborate with other organizations as well as United Way of West Central Connecticut.