

Guidelines for Community Service Organizations Applying for the Community Fund Application – PROGRAM/PROJECT

United Way Waterloo Region Communities (United Way WRC) is pleased to provide support to local community service organizations that provide important community support to vulnerable community members. Applications are made available and reviewed locally. Our aim is to make this application process simple.

This document summarizes guidelines for community service organizations seeking to apply for the Community Fund through United Way Waterloo Region Communities for the purposes of a specific program or project.

Forever Fund Grant Available (for October to December 2023 quarter only):

The Forever Fund is a donor directed fund. A total of \$36,000 is available through the 2023 Forever Fund grants to be distributed to programs and/or organizations that are working in the areas of Mental Health Supports for Children & Families (\$21,100) and Innovative Initiatives for Seniors at Risk (\$14,900). If you would like to be considered for these grant amounts alongside your General Community Fund application please indicate this in your application (questions 4.1.4 - 4.1.6).

About United Way Waterloo Region Communities

United Way Waterloo Region Communities is dedicated to helping people live better lives in every one of the seven communities we serve. We are fundraisers who support a network of agencies whose programs and services are locally focused, informed, connected, and deeply invested in helping people reach their full potential.

NEW: Theory of Change and Revised Issue Areas

In order to be clearer when communicating with community about United Way WRC investments, a Theory of Change statement has been created. In this application, and other communications materials, revisions to our Issue Areas are also included for greater clarity.

The Theory of Change is:

Poverty is Complex

As a community, we need to meet head on the root causes of poverty that produce the greatest needs for the most marginalized people in Waterloo Region. Not all community members have equitable access to the tools to break the cycle of poverty. This can be

because of language, available resources, experiences with systemic racism and historical trauma, homophobia & transphobia, ableism and other factors.

At United Way Waterloo Region Communities, we believe that there are many solutions to the complexity of poverty. We believe in acting on the expertise of local service providers, investing in key interconnected areas that meet practical needs and address barriers that stop our community from thriving. These critical areas of investment will contribute to moving people out of poverty:

- *Food Insecurity*
- *Affordable Housing & Homelessness*
- *Hate, Gender-based and Family Violence*
- *Literacy, Employment Skills & Assistive Devices*
- *Mental Health & Addictions*
- *Community & Social Supports*
- *Leadership, Volunteerism, & Capacity Building*
- *Children & Youth*
- *Innovation & Systems Change*

Summary of Revisions to Issue Areas

The broad Focus Areas used previously as a top level of alignment (i.e. Basic Needs, Mental Health, Social Isolation) will no longer be used in most materials in the interests of simplification.

The Issue Areas, which would align under one of the three historical Focus Areas, will largely remain, with some key changes:

- A) Titles of each Issue Area have been rewritten for greater clarity. The descriptions of those Issue Areas has not changed at this time.
- B) What was known as “Advancing Equity” or “Access to Service” has been removed as it’s own Issue Area. In its place, equity has been integrated as part of United Way WRC’s Theory of Change cited above.
- C) Two new Issue Areas have been added: Children & Youth; and Innovation & Systems Change
- D) Specific changes to Issues Areas are also documented below.

Timelines for the funding quarter: October - December 2023

July 10th 2023 Launch of the Community Fund

July 28th 2023 Applications close at 4pm

Early September
2023 Application decisions communicated to applicants

Eligibility

- Organizations may apply to the Community Fund individually, or as part of a network/partnership.

The Applicant:

- is a registered charity in Canada, or another qualified donee. The Qualified Donee** includes registered charities; registered Canadian municipalities; registered municipal or public bodies performing a function of government in Canada. <https://www.ic.gc.ca/eic/siTe/cd-dgc.nsf/eng/cs05010.html>
- maintains a volunteer Board of Directors that meets regularly (please include: Board members Name, term, and area of expertise. Contact information is not required).
- hosts a public Annual General Meeting,
- has financial statements that have been audited by a licensed public accountant (or financial review/review engagement for charities with annual revenues less than \$250,000) Refer to [Financial Statements and Review](#) section on the Government of Canada site
- grants permission for this application and contact details to be shared with other funders for funding consideration and coordination.
- demonstrates your organization is working toward building equity and inclusion within your workplace, your Board, and in your program delivery.

**If your organization is not a registered charity or otherwise a qualified donee, a sponsoring organization is required to accept payment on behalf of the applicant.

Sponsoring Organizations

Should your organization require a Sponsoring Organization as part of your application submission, please note the following:

The Sponsoring Organization:

- Must be a registered charity.
- **Will provide a letter in support of the applicant's application and acknowledging their role as sponsor.**
- Must Sign off on the application: SECTION 6 – AUTHORIZATION AND CONFIRMATION page
- Will Sign off on the Funding Agreement along with the applicant if the application is successful.
- Will accept payment on behalf of the applicant if the application is successful and disperse funds to the applicant.
- Will be responsible for repayment/partial repayment of funds allocated should the program or project not be carried out.

Please contact United Way WRC staff for additional details and requirements of this type of arrangement.

Anti-Oppression Work

Description of how the organization is working toward building Anti-Oppression work within the workplace, the Board, and in program delivery. Steps to address equity are not uniform between groups of people due to related or diverse identities. Refer to legislation (e.g., AODA) or recommendations (e.g., Truth and Reconciliation Calls to Action as appropriate)

- Recommended resources include (but are not limited to):
 - [Access for Ontarians with Disabilities ACT \(AODA\)](#)
 - [Truth and Reconciliation: Calls to Action](#)
 - [How to Promote Racial Equity in the Workplace \(hbr.org\)](#) (Article)
 - [Writing a Diversity and Inclusion Statement](#) (Article)
 - [LGBTQ2+ Terms Reference and Media Style Guide](#)

(Optional) Provide information on training (free or fee for service) provided by your agency to other organizations or professionals that address and support the development of Anti-Oppression work

Service Information

Community Service Organizations seeking to apply for the Community Fund for a specific program or project will be asked to provide details including a clear description of the project or program proposed, the need being met, who will benefit, and how you

will know this difference is being made. A budget, the services, and activities they propose, the vulnerable populations these services will reach, and where the services will be delivered within Waterloo Region are also required.

The Community Fund will provide financial support for organizations that: Address **ONE** of the Issue Areas below. Multiple example activities are provided for each Issue Area. These examples are not exhaustive.

NOTE: United Way WRC recognizes that organizations frequently work in more than one Issue Area. Please select ONE Issue Area for purposes of clarity during allocations and reporting processes.

Issue Areas:

1. **Food Insecurity** (formerly *Food Security*): e.g., distribution of food products/hampers/hygiene products; access to fresh, culturally appropriate food; programs that teach food related skills, etc.
2. **Affordable Housing & Homelessness** (formerly *Housing & Homelessness*): e.g., Homelessness prevention/housing retention, emergency shelter, finding & securing housing, advocacy, supportive housing, and services/supports to people experiencing/at risk of homelessness, etc.
3. **Hate, Gender-based and Family Violence** (formerly: *Personal Safety or Wellbeing*): e.g., supports & services related to abuse/assault (sexual, physical, emotional), current/historical trauma for people experiencing oppression, including Black, Indigenous, Racialized, 2SLGBTQ+, people with disabilities, immigrants/refugees, etc.
4. **Literacy, Employment Skills & Assistive Devices** (formerly: *Employment/Essential Life Skills & Supports*): e.g., education or practice of employment related skills; education or practice of essential life skills such as literacy, financial literacy, or provision of products that address essentials skills/activities of daily living etc.
5. **Mental Health & Addictions** (formerly: *Mental Health- Education; Crisis Support; Prevention*): Can include elements of education, crisis support or prevention e.g., education workshops for people experiencing mental health challenges, broader public education efforts to address stigma and promote understanding; walk-in, ongoing or crisis counselling supports, via professional or peer supports; one to one or group counselling that builds capacity, via professional or peer related supports, etc.
6. **Community & Social Supports** (formerly *Building/Maintaining Social Connections*): e.g., provision of social opportunities; providing space for individuals to connect; building capacity for individuals to build connections with others in a culturally appropriate manner, etc.

7. **Leadership, Volunteerism, & Capacity Building** (formerly: *Leadership Development & Capacity Building*): e.g., providing leadership training or opportunities for practice; volunteer recruitment, training, or opportunities; mentorship, etc.
8. **Children & Youth** (NEW): Setting up children and youth for success. e.g. age specific counselling, mentorship programs, afterschool and weekend food, homework help and tutoring, bullying prevention, community centre spaces, and leadership and volunteer opportunities.
9. **Innovation & Systems Change** (NEW): meet the complex needs of our community by solving problems through technology, building capacity, and bringing new programs and partnerships to life to move our community forward.

Advancing Equity/Access to Services were deleted as an Issue Area, and incorporated into overarching United Way WRC Theory of Change for Community Investment.

- Serve one or more vulnerable groups:
Children and youth; Seniors and elders; People experiencing homelessness; People with low income or living in poverty; People living with mental illness; People struggling with addiction; Persons with disabilities; People experiencing violence; Prison populations; People experiencing oppression, including, Black, Indigenous and Racialized populations; Members of LGBTQS+ communities; and Newcomers
- If an application is successfully funded, a Funding Agreement will be signed by the funder and recipient; and a report on program/project impact will be required following conclusion of the term. Reporting periods occur twice per year – Spring and Fall – with deadlines and expectations communicated with sufficient notice.

Service Description

Key questions below. Refer to Appendices for a full copy of questions and additional instructions.

- What is the issue being addressed by this program?
- How will the funding requested be used?
- Why is this issue important to our community?
- How will you know if the program has been successful in the lives of participants? (Include an evaluation plan that describes the outcome(s) you

anticipate and how you will measure or assess this change). What does success look like for your program/project?

- Provide specific examples of Program/Project Impact, including available results. Avoid use of customer satisfaction information (e.g. 80% of clients were very satisfied with level of service) , or very high level impact information (e.g. Most clients demonstrated increases in self-esteem).
- Outputs section (3.6): Outputs are counts of services provided, and could include numbers of group programming offered, products distributed or other specifics. Information about changes in client outcomes (e.g. improvements in stress level, self-esteem, knowledge, etc) are better reflected in questions 3.4.4 and 3.4.5.

Grant Request, Budget, and Financial Information

Eligible Expenses for Community Fund:

Funding applications and allocations are provided on a quarterly basis at a maximum request of \$50,000. Allocated funding may be carried forward into subsequent quarters but should be spent within one year of allocation.

If the funding requested in this application will cover service delivery beyond the current quarter, please reflect these dates, as well as providing any additional context to address this service delivery time frame, in the appropriate sections of this application (refer to Application questions 3.3.1 - 3.3.3).

Please include the minimum threshold of funding required to offer this program/project, and where if funding is less than this threshold amount, the program/project will be unable to operate (refer to questions 4.1.2 - 4.1.3).

Eligible expenses include wages and benefits, professional fees, travel and accommodations, materials and supplies, printing and communication, equipment rental/lease/maintenance, administration costs, capital costs, and disability support for staff. Purchase of lands or buildings, and any expenses that are covered by another funding source, are ineligible.

Reserve Fund information and the most recent audited financial statements are to be provided. This information will be kept on file and updated as necessary by the applicant for future application periods.

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

- Amanda Melnick, Senior Director, Impact and Stewardship
amelnick@uwaywrc.ca
519-888-6100 ext. 210

OR

- Brian Kamm, Manager, Community Investment
bkamm@uwaywrc.ca
519-888-6100 ext. 209