



Community Impact Fund 2009-10 Application Guidelines

Deadline for Submission of Applications:

*Applications must be received (not postmarked) at the
United Way of San Luis Obispo County office no later than*

4:00 p.m. Thursday, March 19, 2009

*Applications submitted by fax or e-mail will not be accepted.
Late or incomplete applications will not be considered for funding.*



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MISSION STATEMENT

United Way of San Luis Obispo County’s mission is to improve lives by mobilizing the caring power of our community. We are an independent nonprofit public benefit corporation governed by a board of local volunteers, affiliated by membership with United Way of America but addressing local needs as determined by our local communities. We seek to highlight critical health and human service issues and to focus volunteer support and contributions where the need is greatest in our community.

COMMUNITY IMPACT AREAS & OBJECTIVES

United Way of San Luis Obispo County works in partnership with local agencies, businesses, service organizations, governments, neighborhoods and individuals to zero in on our community’s most pressing needs. Through the generosity of local individual, business and employee donations, we have a limited amount of unrestricted funds available for local grant making. In order to achieve the greatest results through its investment of the Community Impact Fund, United Way supports programs and activities in three major impact areas; through these initiatives and their objectives, United Way and other local nonprofits are able to make positive changes and increase the quality of life for SLO County residents, while working towards eliminating the root causes that perpetuate unacceptable health and human service conditions. If you have questions about these funding areas or in which area your program would be best suited, please contact the United Way office.



Education
Helping Children & Youth Achieve Their Potential

Promoting a well-rounded education and providing necessary tools for youth to reach their potential and develop the skills needed to

become active participants in the community; supporting activities and programs that prevent violence and that address the needs of minority, low-income and at-risk children and young adults; increasing the capacity of our community to work collaboratively to improve services, program delivery and information distribution as relating to youth.



Health
Improving Health for All

Ensuring access for community residents to primary and preventive health care, education and support services to attain

physical and mental well-being; advocating healthy lifestyle choices and supporting substance abuse treatment; increasing the capacity of our community to work collaboratively to improve services, program delivery and information distribution as relating to health issues.



Income
Promoting Financial Stability & Independence

Providing food and shelter assistance, employment development opportunities and supporting supplemental

services that foster self-sufficiency and long-term stability; helping families, individuals and youth with limited resources achieve and maintain their independence; increasing the capacity of our community to work collaboratively to improve services, program delivery and information distribution for related programs.



CRITERIA FOR FUNDING

Through the Community Impact Fund, United Way of San Luis Obispo County supports programs, projects and activities in San Luis Obispo County offered by charitable organizations that have a current tax-exempt status from the Internal Revenue Service under Section 501(c)(3) and that have held this status for at least three years. Organizations that do not meet this criterion may seek a collaborative partner to serve as the lead agency or fiscal agent for a joint application.

United Way of San Luis Obispo County is committed to equal employment opportunity and nondiscriminatory service provision. In order to be eligible for funds from United Way's Community Impact Fund, agency programs receiving funds may not discriminate against recipients of program services because of race, ethnicity, religion, national origin, age, gender, sexual orientation, marital status, or physical and/or mental disability. The United Way Board of Directors will make the determination whether an agency complies with this policy. United Way further encourages agencies to adopt the broadest possible nondiscrimination policies in the interest of inclusiveness in services to the community.

Applicants must verify and demonstrate sound financial management, fiscal accountability and managerial and/or administrative competence. For specifics, see the Better Business Bureau Wise Giving Alliance Standards for Charity Accountability, www.give.org/standards.

At the time of review, each program will be identified as one of three categories: remediation, capacity building or structural change. (For definitions, please turn to page six, under the section titled 'Creating Lasting Change'.) Although grants are awarded at the discretion of the United Way Board of Directors, we will make every effort to fund programs in each category.

In addition, proposals for Community Impact Fund grant awards will be evaluated specifically on the following criteria:

- Addresses at least one of United Way's three community impact areas;
- Has a positive impact on the community, producing clearly identified outcomes that contribute to the quality of life for SLO County residents;
- Represents a clearly-defined and integral part of an organization's overall, coherent strategy for meeting a community need;
- Leverages other resources from inside or outside the community – that is, uses current resources to generate or facilitate the generation of additional resources in the form of matching grants, in-kind donations, volunteers, etc.

EXCLUSIONS

United Way of San Luis Obispo County does not make Community Impact Fund grants to:

- Individuals
- Fraternal organizations, unless in support of a specific program open to or benefiting the entire community without regard to membership status
- Governmental organizations, unless part of a collaborative project with a community-based organization
- Fundraising events such as walk-a-thons, tournaments, fashion shows, auctions or dinners
- Endowment funds
- Scholarships, fellowships, travel grants and technical or specialized research
- Pay off past debts or existing obligations
- Pay for capital (building) projects or improvements
- Organizations and programs designed to elect candidates to public office
- Organizations with religious or membership affiliations unless the program is open to the entire community without regard to religious beliefs or membership status
- Organizations located outside San Luis Obispo County unless for a specific program benefiting residents of – and conducted within – San Luis Obispo County

GRANT AWARD LIMITS

Applicants are encouraged to request a specific amount needed to produce the measurable outcomes described in the proposal (without requesting funds in excess of what is required), and to clearly break down the use of funds in the program's line-item budget.

Proposals may be made for any amount up to a maximum of \$10,000 per program in the following community impact areas: education, income and health.

REVIEW AND FUNDING CYCLE

Funding decisions are made through a rigorous community volunteer process that insures accountability and capacity for delivery and that encourages community problem-solving innovation.

Applications must be received (not postmarked) at the United Way of San Luis Obispo County office no later than 4:00 p.m. on Thursday, March 19, 2009; the United Way office will be closed after the 4:00 p.m. deadline. Applications submitted by fax or e-mail will not be accepted. Late or incomplete applications will not be considered for funding. If you have questions regarding the application or process, please contact the United Way office.

Site visits may be conducted by United Way volunteers during the grant review process. Also during this time, additional information may be requested of the agency at the discretion of United Way volunteers or staff.

Notification of funding will be made on or about June 1, 2009.

Grants are made for a period of twelve (12) months, beginning July 2009.

REPORTING REQUIREMENTS

Successful grantees will be required to provide two semi-annual reports detailing how the funds are used and reporting the measurable outcomes of the use of grant funds for the organization and the community. Copies of news releases, media contacts, newsletters, annual reports, web pages and other materials acknowledging the support of United Way of San Luis Obispo County should be included as well.

PROPOSAL FORMAT

- Submit separate applications for each program for which you are seeking funds.
- Type and single-space all narrative portions of the proposal form using at least **11-point type** and **three-quarter inch margins**.
- For each program, submit one digital copy (on a disc, in Word or PDF format), one signed original application and seven (7) copies, on white paper only.
- All copies, including original, **must be hole-punched for a 3-ring binder**.
- Paper clip collated pages together; do not staple or bind.
- Be sure all pages are numbered.
- Provide only one hard copy of organization attachments per agency.

OUTCOME MEASUREMENT

Measuring program outcomes is an important part of helping agencies analyze and explain the impact they are having in the community. When used effectively, the data can help increase accountability to donors, enhance marketing, fundraising messages, and visibility in the community, and promote success in retaining or increasing fundraising dollars. The following definitions should be used when considering questions 7 through 9 of the grant application narrative:

Objectives – what you would like to do; the ultimate goal, generally beyond what one program can achieve alone; *for example, improve the well-being of families by making them financially stable*

Inputs – resources dedicated to or consumed by the program; *for example, money, staff and staff time, volunteers and volunteer time, facilities, equipment, supplies, etc.*

Activities – what the program does with the inputs; *for example, providing budgeting classes, credit counseling and job skills development*

Outputs – the direct product of program activities; *for example, number of classes taught, counseling sessions held, educational materials distributed and participants served*

Outcomes – benefits for participants during and after program activities; *for example, participants have increased knowledge of budgeting and money management, and are able to maintain a savings account.* Some ways to measure outcomes include: client surveys, pre- and post- tests, staff observation, review of program records, and interviews.

Indicators – specific data tracked to measure progress in achieving outcomes; *for example, number or percent of participants that have a designated amount of money in a savings account, and number or percent of participants that use a household budget*

Targets – specific numerical goals assigned to indicators to assess program performance; *for example, 50% of participants will open a savings account with a balance of \$200, and 70% of participants will develop a household budget*

If you have any questions about these definitions, please contact the United Way office.

CREATING LASTING CHANGE

Programs that meet immediate needs, such as food and shelter, are an important part of supporting local individuals and families; equally important are programs that improve the lives of those in our community by focusing on learning and personal growth, thereby helping them help themselves. However if we neglect to put any resources towards identifying and solving the underlying causes of community problems or issues, we cannot realistically expect to see permanent, systemic change. A simplified analogy of this might be an overflowing bathtub: while bailing out water is important and has an immediate impact, if we never make an effort to shut off the faucet, we will always be bailing ourselves out. Three different terms are used to describe each of the kinds of programs mentioned above; though proposals are not scored on these criteria, applicants should be aware of where their program lies.

Remediation – activities designed to address problems that exist within the community or within the individual; usually narrowly focused on specific purposes and concerned with problem-solving (“bailing out water”); *for example, giving a loan to enable a family to cover monthly expenses*

Capacity Building – an active process of creating conditions and fostering attributes that promote personal growth (“teaching someone to build a bigger bathtub”); *for example, teaching a family how to create and follow a monthly budget*

Structural Change (formerly referred to as ‘amelioration’) – activities designed to address and eliminate the causes of the social problems that exist within the community or within the individual; often collective and/or legal action taken to eliminate barriers related to issues of race, class, gender, age, ability, sexual orientation, etc. (“turning off the faucet”); *for example, encouraging banks to change policies that make it hard for low-income individuals to open accounts (such as a minimum account balance)*

SAMPLE PROGRAM BUDGET WORKSHEET

PROGRAM BUDGET

List expense items for the program identified in your proposal, **not** your organization’s total budget. NOTE: Your list of expense items is not limited to those presented here. The total in Column A (in this example, \$3,500) is the total amount your proposal is requesting from United Way.

PROGRAM BUDGET (ANTICIPATED EXPENSES)			
<i>Expense Item</i>	<i>Amount Requested from UW "A"</i>	<i>Amount from Other Source(s) "B"</i>	<i>Total "A" + "B"</i>
Salaries	\$500	\$19,500	\$20,000
Taxes		3,000	3,000
Equipment	1,000		1,000
Telephone		500	500
Rent		3,000	3,000
Office Supplies		300	300
Printing		400	400
Consultant	1,500		1,500
Training	500	500	1,000
Postage		100	100
Mileage		800	800
Misc. Supplies		200	200
Other		200	200
Totals	\$3,500	\$28,500	\$32,000

OTHER ANTICIPATED SOURCES AND AMOUNTS OF PROGRAM SUPPORT

List other sources of support for the program identified in your proposal, **not** all sources of support for your organization. NOTE: Your list of sources is not limited to those presented here. **Also, the "Total Anticipated Program Support" amount (\$32,000 in the example below) must be the same as the total of columns "A" and "B" (\$32,000) in the example above.**

PROGRAM SUPPORT (ANTICIPATED INCOME)	
<i>Source</i>	<i>Amount</i>
Contracts	\$10,000
Donations	3,500
Fundraising (for example: special events, campaigns)	7,000
Grant from Other Source	1,000
Grant from Other Source	2,000
Program or Membership Fees	4,000
Other	1,000
UW Community Impact Fund Grant (as requested)	\$3,500
Total Anticipated Program Support	\$32,000