



UNITED WAY
Wayne County



NOTICE OF FUNDING OPPORTUNITY 2026

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About United Way of Wayne County

VISION

Be the leader in creating long-term positive change with measurable impact in our community.

MISSION

Unite people and resources to improve lives and strengthen our community.

GOAL

To create strong, vibrant and healthy families.

OUR VALUES

- We are accountable to investors and we strive to leverage every dollar to create the most impact in a cost effective manner.
- We strive for diversity and inclusiveness to empower all sectors of the community.
- We adhere to the highest ethical standards in all endeavors.
- We have care and concern for the wellbeing of individuals in need. We strive to stand in the gap for those who need us.
- We are committed to necessary change to ensure the relevance of the organization in the community.

WHO WE ARE

Founded in 1925, United Way of Wayne County (UWWC) serves as a community connector, communicator and catalyst. We invest in programs that support and strengthen our local community. We initiate conversations in and about the community around pressing issues. We bring together all sectors of the community (government, business, and social service agencies) to work together for an amplified impact.

WHERE WE ARE HEADING

The United Way of Wayne County is transitioning to a single-issue focus centered on poverty, empowering individuals and families to achieve financial stability.

TYPES OF COMMUNITY INVESTMENT GRANTS

UWWC Community Investment Grants are annual grants awarded out of the funds raised during our annual community campaign.

IMPACT GRANTS

These grants are awarded to qualifying nonprofits that **either** have not received a Community Investment Grant in the previous grant cycle **or** met all but one standard in their most recent application. This is a one-year, **reimbursement-based** grant. Recipients are required to submit bi-annual reports.

COMMUNITY PARTNER GRANTS

These grants are awarded to qualifying nonprofits that received a Community Investment Grant in the previous grant cycle **and** met **all** application standards. Community Partners have a proven track record of success in the community and strong partnership with the United Way. This is a one-year grant. Recipients are required to submit a **year-end report**, unless otherwise noted.

AGENCY ELIGIBILITY

UWWC invests in proactive programs with an emphasis on prevention and enhancing people's ability to reach their full potential. We are committed to partnering with the most efficient, effective, and innovative nonprofit programs serving Wayne County.

The application process is open to all nonprofits. However, priority will be given to agencies that deliver high-quality programming with the capacity to achieve and document measurable outcomes.

To be eligible for funding, agencies must:

- Operate programs in alignment with the highest standards of quality, including compliance with UWWC's management and financial requirements
- Have programs that have been in operation for at least three years
 - *Exception:* Programs in their early stages may be considered if they demonstrate clear, measurable impact and a well-developed delivery plan addressing an unmet community need
- Only structured programs with defined activities, identifiable participants, and measurable outcomes will be considered for funding. General or ad hoc assistance efforts that lack documentation and tracking systems do not meet eligibility criteria
- Attend a mandatory orientation session
- Complete a prequalification application
- Clearly demonstrate alignment between the agency's mission, proposed program, and UWWC's community impact goals
- Ensure that the total funding requested does not exceed 30% of the program's total budget
- Be registered with both 2-1-1 and NCCARE360



AGENCY CHECKLIST

My agency:

- ☐ Is a registered 501(c)(3) nonprofit in good standing with the State of North Carolina and compliant with all applicable federal, state, and local laws.
- ☐ Holds a current license to solicit charitable contributions, as required by the Charitable Organizations and Solicitations Act (Act 169 of 1975).
- ☐ Is in compliance with the USA PATRIOT Act and other counterterrorism laws.
- ☐ Provides high-quality services to residents of Wayne County, NC, with a mission statement that aligns with UWWC Community Impact Goals.
- ☐ Is registered on both **2-1-1** and **NCCARE360** for service visibility and referral purposes.
- ☐ Operates at least one established*, structured program with defined objectives, a target population, and documented activities and actively evaluates its effectiveness and impact.
- ☐ Develops and regularly reviews program plans, using evaluation findings to improve service delivery and agency performance.
- ☐ Tracks and evaluates client-level data to assess program reach and effectiveness, and can provide this data for reporting purposes.
- ☐ Operates facilities that meet minimum health, fire, and safety codes and comply with the Americans with Disabilities Act of 1990.
- ☐ Carries appropriate insurance coverage and can provide a certificate of insurance upon request.
- ☐ Maintains an active and responsible volunteer Board of Directors that meets regularly and provides effective governance in support of the organization’s mission.
- ☐ Has adopted administrative, management, and personnel policies to support effective and ethical operations.
- ☐ Conducts an annual audit prepared on an accrual basis and executed by an independent Certified Public Accountant (CPA).†
- ☐ Maintains complete and accurate financial records in accordance with the Financial Accounting Standards Board (FASB) guidelines and can provide them upon request.
- ☐ Has filed IRS Form 990 or 990EZ, or appropriate exemption documentation for the previous fiscal year.
- ☐ Adheres to a non-discrimination policy consistent with local, state, and federal laws in the delivery of services.
- ☐ Maintains an Inclusiveness and Diversity Policy that affirms and respects the identities and contributions of all employees, board members, volunteers, and clients.

*An “established program” is defined as a consistent and structured set of services or interventions with a clear purpose, designated staff or volunteers, intended outcomes, and a system for tracking participation, progress, and/or results. General charitable activity without documentation, strategy, or measurable outcomes does not meet this standard.

REQUIRED DOCUMENTATION

With Prequalification Application

- **IRS 990 OR 990EZ (filed 2025 or 2026)**
- **501(C)(3) determination letter**
- **Solicitation License-unexpired**
- **Board-approved financial summary (latest fiscal year)**

With Grant Application

- **Financial audit (latest available)**
- **Annual Report**
- **Organizational Chart**
- **Board Roster (with affiliations)**

†Agencies with an annual budget over \$500,000 must submit an audit from the previous year (within 18 months) along with a financial statement prepared by an Independent CPA.
Agencies with budgets between \$200,000 and \$499,999 must submit an independent financial audit accompanied by a management letter or a CPA Review. Agencies with a budget under \$200,000 must submit either an audit, a CPA review, or internal financial statements.‡
If an agency is required to have an audit by another oversight body or by its Board of Directors, a copy of that audit must also be submitted to UWWC.
‡Internal financial statements must include both *Income Statement (Profit & Loss)*, *Balance Sheet (Statement of Financial Position)*.

EXPECTATIONS OF FUNDED PARTNERS

1. Submit required reports on time for each funded program.
 - a. Impact Partners must report at a minimum of twice a year (mid-year and year-end).
 - b. Community Partners must report at a minimum of once a year (year-end only).
2. Remain in compliance with UWWC requirements and submit requested financial documentation on time.
3. Take a proactive stance in building relationships with other Grant Partners and UWWC, and in fulfilling the annual agency agreement with UWWC, including but not limited to:
 - a. Notify UWWC of significant changes to organizational structure, facilities, outcomes provided to the community, policies, or program delivery structure.
 - b. Discuss and resolve problems that may arise.
4. Understand that all funding is contingent upon the availability of funds.
5. Identify itself as a UWWC Funded Partner and use the UWWC logos in recognition of shared work.
6. Accept and use funds only during the period covered by the Agency Agreement, as indicated in the investment decision letter, for the designated purposes.
7. Offer site visits to funders, volunteers, donors, and other stakeholders.
 - a. Conduct an annual employee campaign, recognizing that its success is in the mutual interest of both UWWC and its Funded Partners.

Compliance

Funded Partners are required to sign an annual Memorandum of Understanding (MOU). Funded Partners that do not comply with the expectations as outlined in the MOU may be subject to suspension or early termination of funding.

GENERAL INFORMATION FOR APPLICANTS

1. The UWWC funding year runs from January 1 to December 31. Contracts may be extended at the discretion of UWWC.
2. The impact year (i.e, reporting schedule) aligns with the funding year: January through December.
3. Community Partner Grant funds are disbursed quarterly, in advance of the quarter.
4. Impact Partner Grant funds are issued at the end of each quarter, upon receipt of a valid invoice.
5. Only agencies aligned with the UWWC's community impact goals, funding priorities, and outcomes are eligible for funding.
6. UWWC's Community Investment Committee, composed of trained community volunteers, is responsible for reviewing applications and making funding recommendations to the UWWC Board of Directors.
7. All agencies are **required** to register for and attend one of the Community Investment Grant Orientation sessions in order to submit a prequalification application. A representative may attend on their behalf.
 - a. Orientation dates are August 6th at 9:00 AM and August 13th at 2:00 PM.
8. Agencies must then submit a prequalifying application via the online portal.
 - a. Submissions open on August 17th and close on August 27th at 5:00 p.m.
 - b. **No late, incomplete, or handwritten submissions will be accepted.**
 - c. **Due to anticipated high demand, UWWC will not contact applicants for corrections. Please ensure your application is complete prior to submission.**
9. Agencies that pass the prequalification phase may access and complete the full grant application between September 9 and October 15 at 5:00 PM.
 - a. **As above, no late, incomplete, or handwritten submissions will be accepted, and corrections will not be requested.**

IMPACT AREAS

**United Way is a driving force of change in Wayne County.
We unite all of our efforts under four focused impact areas:**

EDUCATION

Support Wayne County children in achieving age-appropriate academic progress, positive social-emotional development, and school readiness through accessible, evidence-based learning programs.



BASIC NEEDS

Address food security, safe housing, utility access, and emergency assistance for Wayne County residents in a manner that preserve respect, choice, and equitable access



FINANCIAL STABILITY

Empower residents to build financial resilience through employment readiness, income supports, budgeting skills, and asset-building opportunities



HEALTH AND WELLNESS

Promote physical, mental, and behavioral health in Wayne County by increasing access to health education, preventative care, and wellness service



GOALS

1. Children enter school ready to learn and achieve success benchmarks.
2. Youth are supported to overcome barriers, stay in school, and graduate prepared for life goals.
3. Adults improve literacy and essential skills to increase employment, independence, and civic participation.

Outcomes

- Families engage in practices that support children's consistent attendance and learning at home.
- Children enter kindergarten ready to learn and meet developmental benchmarks.
- Caregivers receive guidance and tools to support early learning and healthy development.
- Students improve their academic performance and acquire the skills necessary for lifelong learning.
- Youth demonstrate improved social-emotional and behavioral outcomes that contribute to school success.
- Youth strengthen decision-making and self-management skills to support lifelong learning and success.
- Youth maintain school engagement and graduate with skills to support future education or employment.
- Youth explore postsecondary or career pathways aligned with their interests and strengths.
- Clients set and work toward individual academic or personal development goals.
- Adults acquire digital literacy skills essential for learning, employment, and community engagement.
- Adults build literacy and job-related skills that promote self-sufficiency.

Indicators

- #/% of caregivers who demonstrate increased ability to support their child's learning at home.
- #/% of families who implement strategies learned through engagement programs to improve children's learning at home.
- #/% of children who meet school readiness benchmarks by kindergarten entry.
- #/% of students demonstrating improvement in core academic areas (e.g., reading, math) after participating in enrichment programs.
- #/% of youth who show improved social-emotional skills and school engagement, as reported by school or caregiver.
- #/% of students who demonstrate improved self-management or decision-making skills through program participation.
- #/% of youth who maintain or improve school attendance over a defined period.
- #/% of high school students who graduate on time and demonstrate readiness for postsecondary education or employment.
- #/% of students achieving a benchmark related to career or college readiness.
- #/% of participants who achieve or make progress toward an individualized academic or skill-building goal.
- #/% of adults who demonstrate increased digital literacy skills.
- #/% of adults who complete literacy or workforce credentialing programs and report increased employability or self-sufficiency.

BASIC NEEDS

GOALS

1. Individuals and families in crisis move from emergency need to short-term stability and are connected to resources that support long-term recovery.
2. Individuals proactively build knowledge, habits, and resources that reduce their risk of future crisis and support long-term personal independence.
3. Families with children maintain or transition into safe, stable housing environments that support long-term household sustainability.

Outcomes

- Clients engage in coordinated crisis and follow-up services that support their transition from emergency need to stability and recovery.
- Clients build skills and preparedness to manage future emergencies and reduce reliance on crisis services.
- Clients initiate plans toward recovery or long-term support.
- Households maintain housing, utilities, or food security beyond initial assistance.
- Clients increase awareness of and confidence in using local services before crisis occurs.
- Clients strengthen life skills such as budgeting, planning, and decision-making.
- Clients engage in activities that reduce future vulnerability (e.g., legal support, preventative health care, financial literacy).
- Clients demonstrate increased independence through consistent participation in long-term support programs.

Indicators

- #/% of individuals who accessed food assistance and were linked to long-term supports or reported improved food security.
- #/% of individuals who received essential supplies and reported increased ability to maintain personal health and safety.
- #/% of individuals who accessed interpretation services reported increased confidence navigating health, legal, or support systems.
- #/% of individuals who accessed emergency shelter and developed a plan or transitioned to more stable housing.
- #/% of individuals who received housing support and maintained stable, safe housing or demonstrated increased housing security.
- #/% of individuals who used transportation to access services supporting employment, healthcare, or housing and reported improved self-sufficiency.
- #/% of households receiving rent/utility support who avoided eviction or disconnection and engaged with financial or housing services.
- #/% of individuals receiving clothing assistance who also accessed services contributing to broader stability (e.g., job interviews, school, case management).

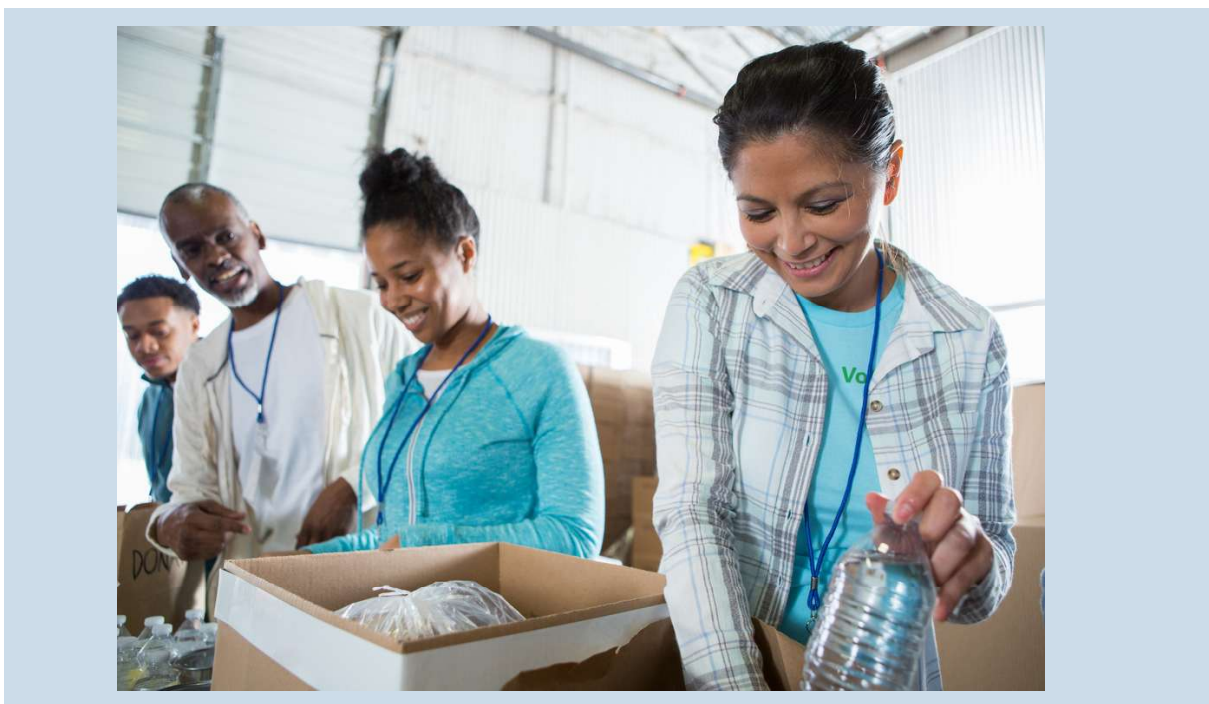
BASIC NEEDS CONT.

Outcomes

- Families secure or retain housing that meets safety and habitability standards.
- Caregivers receive support or training to maintain a safe and functional household.
- Families complete housing stabilization or improvement plans.
- Households experience a reduction in environmental or structural housing barriers.

Indicators

- #/% of households with safety-related home improvements who reported increased safety and functionality in their living environment.
- #/% of clients who reported increased awareness of and confidence in using community services before experiencing a crisis.
- #/% of clients completing training in budgeting, planning, or decision-making who report increased confidence or application of skills.
- #/% of clients participating in preventive services (e.g., legal aid, healthcare, financial coaching) who report reduced vulnerability.
- #/% of clients engaged in ongoing support programs (6+ months) who reported greater independence or reduced need for crisis services.



FINANCIAL STABILITY

GOALS

1. Families and individuals access and utilize resources that strengthen financial stability and promote upward mobility.
2. Individuals and families build the skills and confidence to make informed financial decisions and manage resources effectively
3. Individuals move from short-term financial relief to long-term financial security through consistent access to tools, opportunities, and support.

Outcomes

- Individuals obtain and retain employment with opportunities for advancement and a livable wage.
- Individuals and families increase disposable income through improved earnings, reduced costs, or access to benefits.
- Adults earn job-related certifications or credentials that support long-term self-sufficiency.
- Individuals demonstrate the ability to budget, manage personal finances, and make informed financial decisions.
- Individuals build and maintain personal savings or emergency funds that contribute to long-term financial resilience.
- Individuals navigate safe and affordable housing options that support financial stability.

Indicators

- #/% of individuals served who increased their disposable income by reducing costs or accessing supports.
- #/% of participants who demonstrate improved financial literacy or budgeting skills
- #/% of participants who develop a financial plan.
- #/% of participants who demonstrate or report achievement toward their financial plan.
- #/% of individuals who access and utilize financial tools, education, or services to improve financial decision-making.
- #/% of adults served who receive job skills training.
- #/% of participants who demonstrate improved employment readiness skills.
- #/% of individuals served who gained employment with a livable wage.
- #/% of individuals who maintain stable housing as part of their financial stability plan
- #/% of participants who transition from temporary or unstable housing to long-term, stable housing.
- #/% of individuals who access housing-related support that results in improved stability or affordability.
- #/% of participants who maintain safe, affordable, and stable housing for a specified period.



HEALTH & WELLNESS



GOALS

1. Youth increase their knowledge of reproductive health and make informed decisions to prevent teen pregnancy.
2. Families gain skills and support to build safe, nurturing, and resilient home environments.
3. Individuals improve their physical health through access to nutrition, physical activity, and preventive wellness care.
4. Caregivers increase knowledge of maternal and infant health and adopt practices that support healthy development.
5. Individuals improve long-term well-being through increased access to mental and behavioral health supports.
6. Individuals build the knowledge and skills to make healthy decisions and avoid risky or harmful behaviors.

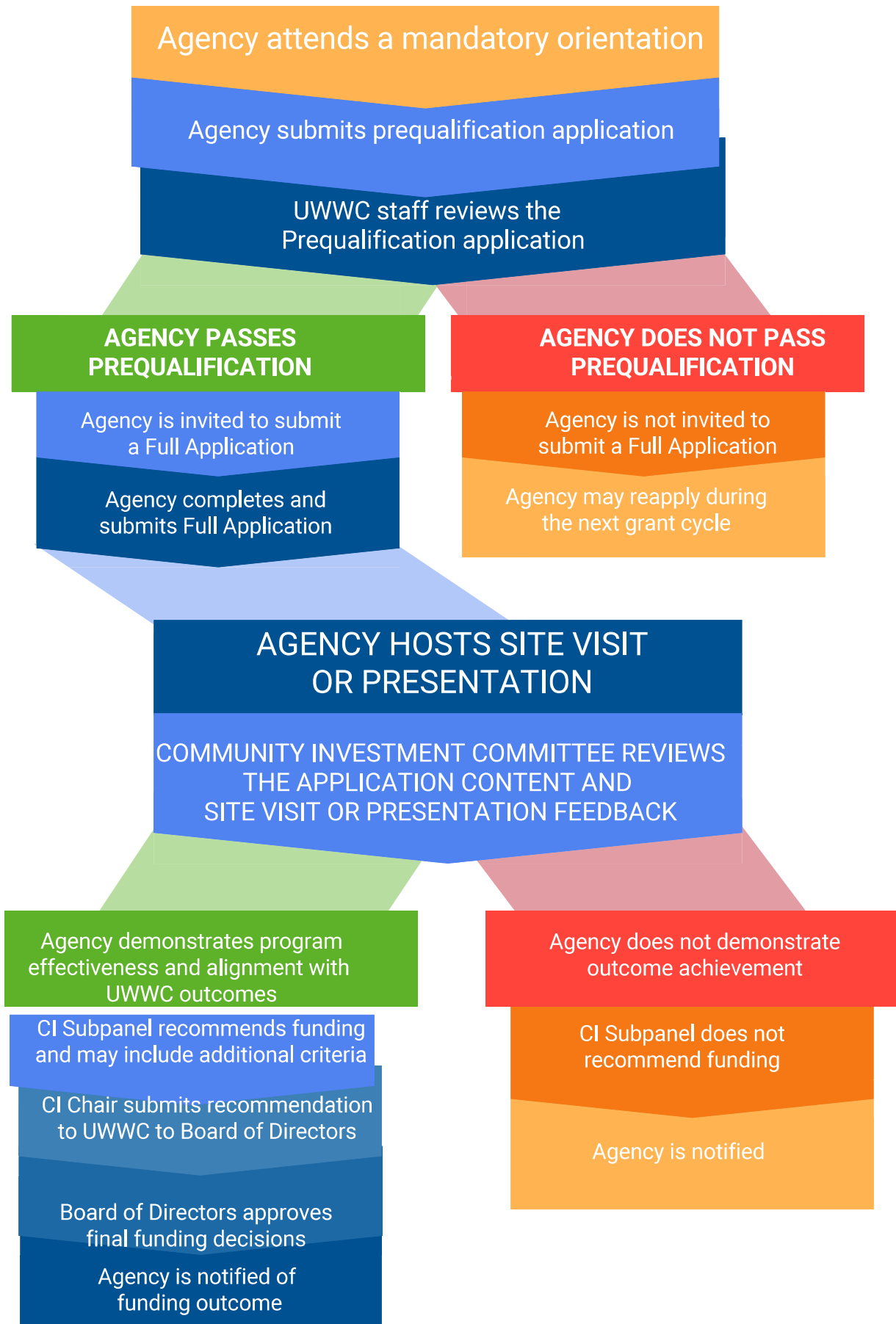
Outcomes

- Youth avoid risky behaviors and make informed choices that support their health and relationships.
- Families demonstrate healthy behaviors that promote safety, stability, and positive child development.
- Children and adults eat healthier, increase physical activity, and work toward a healthy weight.
- Caregivers adopt practices that improve maternal health and early childhood well-being.
- Individuals access and benefit from behavioral and mental health support services.
- Individuals demonstrate knowledge and skills that reduce harmful behaviors and promote long-term well-being.
- Individuals gain knowledge and tools to create safer home environments and reduce the risk of harm or abuse.

Indicators

- #/% of youth who demonstrate improved decision-making or reduced engagement in risky behaviors.
- #/% of participants who demonstrate increased awareness or skill in avoiding harmful or abusive situations.
- #/% of families who consistently demonstrate behaviors that support child safety and development.
- #/% of caregivers who demonstrate increased knowledge of maternal health and apply practices that support early childhood wellness.
- #/% of individuals who participate in nutrition, fitness, or healthy lifestyle programs and report improved health behaviors.
- #/% of individuals accessing mental or behavioral health support who report progress or improved well-being.
- #/% of individuals who access and apply tools or resources to create a safer home environment.
- #/% of individuals who demonstrate increased preparedness to maintain safety and well-being during emergencies or disasters.

INVESTMENT PROCESS



FUNDING TIMELINE

AUGUST 6, 2026

Orientation Option A

AUGUST 13, 2026

Orientation Option B

AUGUST 17, 2026

Prequalifying Application opens

AUGUST 27, 2026

Prequalifying Application due

SEPTEMBER 9, 2026

Full Application Opens (as approved)

OCTOBER 15, 2026

Full Applications Due

NOVEMBER 4-13, 2026

Site Visits/Presentations

DECEMBER 16, 2026

Board of Directors Approves

DECEMBER 2026

Funding Agency is notified

JANUARY 2027

Quarterly grant award begins

FUNDING CRITERIA & RUBRIK

UWWC provides funding to agencies that demonstrate a strong commitment to delivering high-quality programming and the capacity to achieve measurable outcomes in one or more of our four impact areas: **Education, Financial Stability, Health and Wellness, and Basic Needs.**

Agencies submitting a full application will be required to track and report results, as outlined on page 15. Applicants are encouraged to carefully review the listed outcomes and indicators to identify the primary strategy their proposal supports.

Funding awards are contingents upon the availability of UWWC campaign funds each year.

Agency Alignment - 5 points

2-1-1 and NCCARE 360 - 5 points

Target Population - 5 points

Impact/Outcome Alignment - 10 points

Organization Capacity - 20 points

Measurement - 25 points

Funding Request/Budget - 25 points

Agency Partnership with UWWC - 5 points

High Score: 85+ points

Middle Score: 70-84 points

Low Score: 0-69 points

FREQUENTLY ASKED QUESTIONS

1. WHAT ARE THE FUNDING AREAS AVAILABLE THROUGH UWWC?

Through the Community Investment Grant process, funding is available in the following areas: Education, Financial Stability, Health and Wellness, and Basic Needs.

2. WHO DECIDES HOW MUCH MONEY IS AWARDED FOR EACH APPLICATION?

Trained community volunteers on the Community Investment Team review submitted applications and documentation. They recommend funding levels to UWWC's Board of Directors, which approves all final decisions. Funding is contingent on the availability of annual campaign funds.

3. WHEN WILL MY AGENCY KNOW IF WE RECEIVED NOTIFICATIONS?

Agencies that complete a full application will be notified of their funding status in **December 2026**.

4. WHEN WILL THE FUNDING CYCLE BEGIN?

The funding cycle begins in **JANUARY 2027**

5. WHO IS ELIGIBLE TO RECEIVE FUNDING THROUGH THIS PROCESS?

UWWC's Community Investment process is open and competitive. Any agency that meets the eligibility criteria and aligns with UWWC's community impact goals is welcome to apply.

6. HOW DOES MY AGENCY APPLY FOR FUNDING?

Agencies must attend a mandatory orientation session before gaining access to the Prequalification Application. Once they pass the prequalification process, they will be invited to submit a full application via e-CImpact. (Sign up at: <https://www.unitedwayne.org/nonprofits>).

7. CAN AN AGENCY APPLY FOR BOTH GRANTS?

Yes. Agencies may apply for both types of funding. Each application is evaluated separately, and approval or denial of one does not affect the outcome of the other.

8. CAN AN AGENCY APPLY FOR FUNDING UNDER MORE THAN ONE IMPACT AREA?

Yes. Agencies may submit applications under multiple impact areas. Each application is evaluated independently, and funding is not guaranteed across all submitted areas.

9. SHOULD WE SUBMIT SEPARATE APPLICATIONS FOR EACH OUTCOME, IMPACT FOCUS AREA, AND/OR PROGRAM?

Each impact focus area must have a separate application. We encourage agencies to include multiple programs that fall under the same focus area in a single application.

10. CAN MY AGENCY SET ITS OWN OUTCOMES?

No. Outcomes are predefined for each impact area and must be selected from those listed in the application materials.

11. CAN MY AGENCY MODIFY THE REQUIRED INDICATORS?

No. Agencies must report on at least one required indicator to support UWWC's ability to aggregate community impact data. Optional self-selected indicators may be included.

12. WILL MY AGENCY HAVE TO COLLECT, TRACK, AND REPORT ON CLIENT-LEVEL OUTCOMES?

Yes. Agencies must collect, track, and report client-level demographic and outcome data annually.

13. DOES UWWC ALLOW DONORS TO DESIGNATE THEIR PLEDGES TO SPECIFIC AGENCIES?

Yes. While UWWC encourages gifts to the General Campaign Fund, donors may designate pledges to agencies that receive Community Investment funding.

14. HOW DO I REGISTER FOR 2-1-1?

Visit <https://www.nc211.org/add-your-agency> and complete the form.

15. HOW DO I REGISTER FOR NCCARE360?

Visit <https://nccare360.org/join/> and complete the form. You will then be sent software training information and can register your programs.

16. WHO SHOULD I CONTACT WITH ASSISTANCE WITH E-CIMPACT?

For additional questions and assistance please contact

Pilar Parks (919) 735-3591 or pilar@unitedwayne.org

IT STARTS WITH 

A: SITE VISIT/PRESENTATION GUIDELINES

All applicants who pass the prequalification are required to host a site visit or conduct a presentation for the committee.

- Site visits should include a brief tour of your facility and time for Q&A with the Executive Director, and if applicable, the Program Director.
- Whenever possible, schedule a site visits during program hours so panelists can observe services in action.
- Live virtual tours may be arranged on a case-by-case basis.
- Site visits typically last approximately 30 minutes.

If an agency does not operate a physical site where services are delivered, you will instead be asked to conduct a presentation to describe your programming, impact, and organizational capacity.

B: REPORTING SCHEDULES

COMMUNITY PARTNERS

Community Partners are awarded funding for one year under one reporting schedule. Exact dates will be listed in the MOU. Incomplete reporting may result in the reduction of funding as well as future grant awards decisions.

YEARLY REPORTING

Complete end-of-year reports by January 20

IMPACT PARTNERS

Impact Partners are awarded funding for one year under two reporting schedules. The example schedules are below. Exact dates and reporting schedule will be listed in the MOU. Incomplete reporting may result in the reduction of funding as well as future grant award decisions.

BI-ANNUAL REPORTING

Complete midyear reporting by July 20

QUARTERLY REPORTING/REVIEW

Submit invoice every three months

Will be on a reimbursement model

In-Person meeting with UWWC staff for quarterly updates

Complete final reporting in January 20



UNITED WAY
Wayne County

www.unitedwayne.org

309 North William St., Goldsboro, NC 27530

**PO Box 10893
Goldsboro, NC 27532**

(P) 919.735.3591 (F) 919.735.3654

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