



United Way of Wayne County



NOTICE OF FUNDING OPPORTUNITY 2024

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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.

TYPES OF COMMUNITY INVESTMENT GRANTS

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

IMPACT GRANTS

These grants are awarded to qualifying nonprofits who have not received ANY Community Investment Grant in the past grant cycle or if the application met all but one standard. This is a one-year grant and is a Reimbursement model. Grant recipients must complete bi-annual reporting.

COMMUNITY PARTNER GRANTS

These grants are awarded to qualifying nonprofits who received a Community Investment Grant during the last grant cycle and whose applications meet 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. Grant recipients must complete a year-end reporting.

AGENCY ELIGIBILITY

UWWC is interested in partnering with the most efficient, effective, and innovative nonprofit programs in Wayne County.

The application process is open to all nonprofits. Priority will be given to agencies that can provide high-quality programming with the ability to achieve and record outcomes.

Any agency seeking funding must demonstrate the ability to operate programs in a manner consistent with the highest standards of quality, which includes compliance with the UWWC management and financial requirements. Programs must be in operation for a minimum of three years. **A special exception will be given to a program in its infancy with a clear and measurable impact as well as a thoroughly planned delivery system for an unaddressed issue or need in the community.**

All agencies interested in applying for funding must attend an orientation session and complete a prequalification application.

Your prequalification application must clearly demonstrate that your agency's mission and potentially funded program aligns with UWWC's community impact goals. The total amount of funding requested should not exceed 30% of your program or agency budget. All agencies applying for funding must be registered with both 2-1-1 and NCCARE360.

UWWC invests in proactive programs with an emphasis on prevention and increasing people's ability to attain their potential.



AGENCY CHECKLIST

My agency:

Is a registered 501(c)3 nonprofit in good standing with the State of North Carolina, federal laws, and all applicable accreditations and legal matters.

Holds a license to solicit as required by the Charitable Organizations and Solicitations Act-Act 169 of 1975.

Provides high-quality services to people living in Wayne County, NC with a mission statement that aligns with UWWC Impact Goals.

Is registered on both 2-1-1 and NCCARE360.

Maintains a responsible volunteer Board of Directors that meets regularly and effectively governs the organization to fulfill its mission.

Has appropriate insurance coverage and can provide a certificate of insurance upon request

Has established administrative, management and personnel policies to ensure effective operations.

Facilities meet minimum health, fire, and safety codes and present no architectural barriers to potential clients as required by the American Disabilities Act of 1990.

Adheres to non-discrimination policy consistent with local, state, and federal law for services provided to clients.

Develops plans for all programs, evaluates their implementation and effectiveness, then incorporates findings into program/agency improvements.

Client-level data is tracked and evaluated to determine the effectiveness and reach of services and is available for reporting.

Is in compliant with the USA Patriot Act and other counterterrorism laws.

Conducts an annual audit, prepared on an accrual basis and executed by an independent CPA*

Keeps complete and accurate financial records in accordance with the FASB and can be provided upon request.

Has filed a Form 990 or 990EZ for the previous fiscal year, unless exempt

Adheres to non-discrimination policy consistent with local, state and federal law for services provided to clients.

Maintains an Inclusiveness and Diversity Policy that protects and respects the representation of every employee, officer, director and committee member.

REQUIRED DOCUMENTATION

With Prequalification Application

- **IRS 990 OR 990EZ**
- **Copy of 501C3 nonprofit letter**
- **Solicitation License**
- **Most recent financial audit**
- **Most recent Board approved financial summary**

With Grant Application

- **Annual Report**
- **Organizational Chart**
- **Board of Directors Roster**
- **Analysis of client served, as deemed appropriate, to describe how the Agency focuses on the most at-risk and/or underserved members of our community**
- **Copy of the Inclusiveness and Diversity policy/statement**

*Agencies with budgets over \$500K must submit an audit from the previous year with a financial statement prepared by an Independent CPA. Agencies with budgets from \$200K-\$499K must submit an independent financial audit with management letter, or a CPA Review. Agencies with a budget of less than \$200K must submit an audit, a CPA review or tax returns/internal financial statements. If an agency is required to have an audit by some other oversight group or is required by organization's Board of Directors, then the UWWC requires copy of said audit.

EXPECTATIONS OF FUNDED PARTNERS

1. Submit reporting on time for **each** funded program.
 - a. Impact Partners report at a minimum of twice a year (midyear and end of year).
 - b. Community Partners report at a minimum of once a year (end of year).
2. Keep in compliance with and submit all financial documents as requested.
3. Take a proactive stance in building a relationship with other Community Investment Grant Recipients and UWWC, and in fulfilling the annual agency agreement with UWWC, including but not limited to:
 - a. Notify UWWC of significant changes in any of the following: organizational structure, facilities, outcomes provided to the community, policies or program delivery structure. Discuss and resolved problems may arise.
 - b. Understand that all funding is contingent upon the availability of funds.
 - c. Identify itself as a UWWC Funded Partner and use logos in recognition of shared work.
 - d. Accept and utilize funds for the period covered by the Agency Agreement, as indicated in the investment decision letter and for the purposes designated.
 - e. Offer site visits to funders, volunteers, donors etc..
 - f. Conduct an annual employee campaign; recognition that the campaign's success is in the mutual interest of both UWWC and its Funded Partners.

Compliance

Funded Partners will be 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 is from January 1-December 31. Contracts may be extended at the discretion of UWWC.
2. The impact year (reporting schedule) runs from January-December.
3. Community Partner Grant funds are issued quarterly, in advance of quarter. Impact Partner Grant funds are issued at the end of each quarter, pending receipt of invoice.
4. Only agencies aligned with the UWWC's community impact goals, funding priorities and outcome are eligible for funding.
5. UWWC has an established Community Investment Committee comprised of community volunteers. This committee and its subpanels are responsible for reviewing applications and providing funding recommendations to UWWC's Board of Directors.
6. All agencies are required to submit a prequalifying application through online submission. Submissions open August 15th and close August 29th at 5pm. **No late or incomplete submissions will be accepted. Due to anticipated high demand we will not contact you for corrections to your application. Please review your application for completeness prior to submission.**
7. Once agencies have passed the prequalifying application they have until October 11th at 12pm to complete the full application for funding. **No late or incomplete submissions will be accepted. Due to anticipated high demand, we will not contact you for corrections to your application. Please review your application for completeness prior to submission.**
8. All agencies are **required** to register and attend one of the virtual Community Investment Grant Orientations. Orientation dates are August 9th at 9:00 AM and August 14th at 2:00 PM.

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

Every Wayne County child develops and succeeds academically, socially and emotionally



BASIC NEEDS

Ensure all residents basic needs are met with dignity



FINANCIAL STABILITY

Ensuring that all residents achieve and maintain financial stability



HEALTH AND WELLNESS

Everyone in Wayne County has the knowledge, resources and opportunities to live a healthy lifestyle



GOALS

1. An increased number of children enter school ready to learn and are prepared to attain benchmarks of success.
2. Youth increase their capacity to stay in school and graduate to become productive citizens by being provided with layers of support that address barriers to success.
3. Adults increase their literacy skills and knowledge to become more successful in all areas of life.

Outcomes

- Adults develop essential academic skills.
- Clients gain essential soft skills (ex: career specific, time management, personal presentation, communication, team work, a positive attitude and self-confidence).
- Clients gain post-secondary employment, further education or credentials.
- Children are ready for kindergarten.
- Youth graduate high school on time.
- Children achieve developmental milestones.
- Children are proficient on school readiness by the end of their kindergarten year.
- Children read at grade level.
- Children/youth demonstrate targeted skills.
- Adults demonstrate targeted skills.
- Children and youth maintain satisfactory or improved school attendance.
- Middle School/ High School students earn C's or higher in English/Math OR maintain their B or higher grades. (Do not include students whose grades dropped).
- Youth transition from middle school on time.
- Adults earn job related licenses, certificates and/or credentials.
- Caregivers increase knowledge of age-appropriate child development.
- Caregivers improve parenting skills.
- Caregivers increase involvement in preschool and kindergarten activities.

Indicators

- #/% of youth served who gained post-secondary employment, further education or credentials
- #/% of clients who developed essential academic skills
- #/% of youth who develop essential soft skills
- #/% of youth served who were connected to a career pathway
- #/% of clients who participated in academic skills training
- #/% of clients who participated in employment skills training
- #/% of caregivers who receive training and/or teaching skills on how to support and encourage academic success
- # of caregivers who were provided with information, resources, or tools related to their child achieving academic success
- #/% of children (third grade or younger) served who meet developmental milestones
- # of children receiving literacy support K-3
- # of hours students participated in a mentoring, educational or instructional programming
- #/% of clients who successfully complete the program
- # of school age children who participate in out of school academic programs
- #/% of clients who improve test scores by one level or more
- #/% of clients who met academic goals

EDUCATION CONT.

Outcomes

- Youth improve their ability to interact appropriately with others.
- Children improve school attendance.
- Clients increase their vocational, language and literacy skills.

Indicators

- #/% of clients who made progress towards identified goals
- # of children enrolled in and attending pre-school at a specified attendance rate
- #/% of parents/caregivers consistently demonstrate targeted behaviors or skills
- #/% of parents who increase knowledge by a specified amount
- #/% of youth who demonstrate targeted behaviors and/or attitudes
- #/% of children who increase school attendance by a specified amount
- # of children who increase attendance to comply with Compulsory School Attendance law
- #/% of children who advance to the next grade
- #/% of children who demonstrate maintained or improved math and/or reading skills



FINANCIAL STABILITY

GOALS

1. Families and individuals have increased access to supports that can elevate the family's financial stability and lift children out of poverty
2. Individuals and families increase their preparedness in making responsible financial choices and conscientiously managing personal resources

Outcomes

- Individuals gain employment with a livable wage.
- Individuals/Families increase their wages.
- Individuals/Families increase disposable income by accessing benefits or reducing costs.
- Adults earn job related licenses, certificates and/or credentials.
- Individuals have the knowledge and tools to successfully manage their finances. Individuals know how to reduce costs and develop a budget.
- Individuals increase knowledge of affordable and safe housing options.

Indicators

- #/% of adults served who receive job skills training
- #/% of individuals served who access affordable housing and/or financial products, services and education,
- #/% of individuals served who gained employment with a livable wage
- #/% of individuals served who increased their disposable income by reducing costs or accessing supports
- #/% of individuals referred for financial education
- #/% of participants who articulate and/or demonstrate targeted skills
- #/% of participants who develop a financial plan
- #/% of participants who demonstrate or report achievement towards their financial plan
- #/% of participants who are no longer homeless
- #/% of participants who obtain housing within a specified number of days
- #/% of participants who maintain safe, affordable and stable housing for a specified period



HEALTH & WELLNESS

GOALS

1. Individuals improve their health by utilizing opportunities that decrease the prevalence of obesity
2. Individuals have increase knowledge of the implications and prevention of teen pregnancy
3. Youth have an increase ability to make informed choices about their health and personal relationships and avoid risky and abusive behaviors.
4. Families have increased skills and resources that will help them develop into a safe and effective family unit.

Outcomes

- Children and adults served will eat healthier, increase their physical activity and/or move towards a healthy weight.
- Babies served will experience healthy birth outcomes (carried to full term, born at a healthy weight, celebrate 1st birthday).
- Youth and Adults served will avoid or decrease risky behaviors.
- Individuals and families live in safer homes and have knowledge and skills to keep them safe.
- Children and youth have access to mental health supports.
- Adults have access to mental health supports.
- Individuals increase knowledge of the signs and progression of violence and abuse.

Indicators

- #/% of clients referred for medical care that received medical care
- #/% of participants who demonstrate
- increased knowledge by a specified amount
- #/% of participant who develop a personal safety plan
- #/% of participants who report improved sense of safety
- #/% of individuals served who participate in physical activity and/or healthy food access/nutrition programs

Indicators (cont.)

- #/% of individuals served with access to healthcare services and supports
- #/% of families who received training, information, tools or resources regarding child development and/or raising a healthy child
- #/% of individuals who reach healthy eating or exercise goals
- #/% of individuals who received safety implements (ex: smoke detectors, carbon monoxide detectors, wheel chair ramps)
- #/% of individuals who received training, information, tools or resources on inclement weather or disaster preparedness
- #/% of individuals served who created a family disaster plan
- #/% of individuals who received training, tools, resources and/or information on how to maintain a safe home environment
- #/% of children, youth or families receiving mental health services
- # %/of individuals served who receive peer support services
- #/% of babies and children with “medical homes”
- #/% of clients receiving prenatal care

BASIC NEEDS

GOALS

1. Victims of a personal crisis have increased access to basic needs assistance
2. At risk children 0-10 have increased access to resources that address their basic needs in order to ensure a solid foundation for future positive development

Outcomes

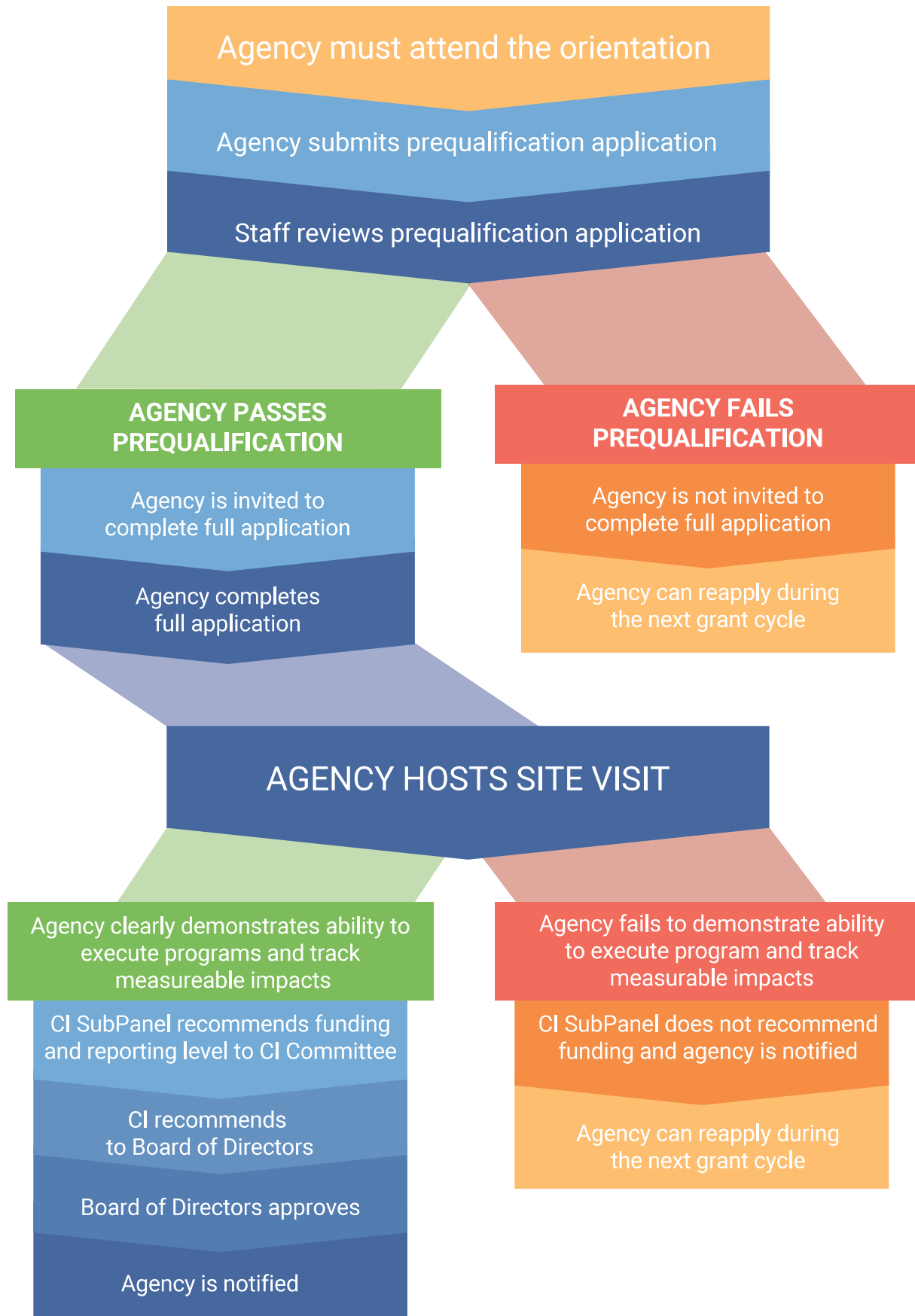
- Individuals are protected from the impact of economic shock, disasters and other crises.

Indicators

- # of individuals that accessed services that help alleviate the burden of food insecurity
- # of meals served to # of individuals
- # of individuals that accessed essential equipment and supplies (ex: medical supplies, PPE)
- # individuals that accessed appropriate interpretation/translation services
- # individuals that accessed emergency shelter
- # of shelter days/nights provided
- # of individuals that received assistance with housing supports
- # of individuals that used housing support resources that are above the poverty line
- # of individuals that accessed essential transportation supports
- # of individuals receiving emergency rent/utility assistance
- # of individuals that received clothing assistance
- # of individuals that received necessary home improvements (ex: repaired staircase)



INVESTMENT PROCESS



FUNDING TIMELINE

AUGUST

Orientation Option A

AUGUST

Orientation Option B

AUGUST

Prequalifying Application opens

AUGUST

Prequalifying Application due

SEPTEMBER

Full Application Opens (as approved)

OCTOBER

Full Applications Due

OCTOBER - NOVEMBER

Site Visits

DECEMBER

Board of Directors Approves

DECEMBER

Funding Agency is notified

JANUARY

Quarterly grant award begins

FUNDING CRITERIA

UWWC provides funding to agencies that demonstrate a commitment to providing high quality programming and an ability to achieve outcomes in one or more of our impact areas of **Education, Financial Stability, Health and Wellness and Basic Needs.**

Each agency submitting a full application for funding will be required to track and report results (as outlined on page 15). Applicants should review the outcomes and indicators to identify the primary strategy with which the proposed application aligns.

Awards made under this announcement are subject to 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 -25 points

Measurement-25 points

Funding Request/Budget: 20 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 program areas: education, financial stability, health and wellness, and basic needs.

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

Trained volunteers, as part of the Community Investment team, make recommendations on funding after carefully reviewing the applications, and documents that potential agencies submit. UWWC's Board of Directors approves final funding decisions.

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

All agencies that complete a full application will receive notification in [DECEMBER 2025](#)

4. WHEN WILL THE FUNDING CYCLE BEGIN?

[JANUARY 2025](#)

5. WHO IS ELIGIBLE FOR RECEIVING FUNDING THROUGH THIS PROCESS?

UWWC's Community Investment Process is an open and competitive process. Any agency that can meet the qualifications, and aligns with UWWC's impact focus, is welcome to apply for funding through this process.

6. HOW DOES MY AGENCY APPLY FOR FUNDING?

Interested agencies should complete a prequalification application via e-CImpact. If an agency's prequalification application is approved, they will be invited to complete a formal application.

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

Yes, agencies may submit an application under each impact area. Applications will be considered for funding based on impact area, not on an agency level. Agencies are not guaranteed funding for all impact areas which they apply.

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

Each impact focus area must have a separate application. All programs that fall under the same impact area can be on the same application. An agency may choose to submit a separate application for each program.

9. CAN MY AGENCY SET ITS OWN OUTCOMES?

No, outcomes are predefined for each impact area.

10.CAN MY AGENCY MODIFY THE REQUIRED INDICATORS?

No. An agency must report on at least one required indicator so that UWWC can aggregate data accurately. Agencies can use additional self-selected indicators, if they choose.

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

Yes. Your agency will be required to submit data regarding client-level demographics and outcome achievement on an annual basis.

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

Although UWWC encourages donations to the General Campaign Fund to support United Way's strategic community goals, designations will be allowed to agencies that receive funding through the Community Investment Process.

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

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

14.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.

15.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 GUIDELINES

- All applicants who pass the prequalification are required to host a site visit.
- Site visits should include a tour as well as time for questions with the executive director and if possible, program director.
- Please try to schedule a site visit when panelists can see the program in action. Live virtual tours may be arranged on a case-by-case basis.
- Site visits typically last 30 minutes.

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 10

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
Complete final reporting in January

QUARTERLY REPORTING

Submit invoice every three months
Will be on a reimbursement model



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