



United Way of Asheville
and Buncombe County

2012-13 Application Instructions

Overview

These instructions provide guidance for completing a funding application for United Way of Asheville and Buncombe County. If you wish to submit an application for a program currently not funded by United Way, you must first complete a Letter of Intent and be approved.

Application Requirements and Review Timeframe

Application Deadline: Thursday, March 1, 2012

- Per organization – each organization must complete four attachments and submit online by the deadline listed above. Only submit these attachments once, regardless of how many program applications you submit.
- Per program – complete and submit your application(s) online. Ron Katz, Focus Area Manager, and Lance Edwards, Community Investment Director, are available to address questions you have about the application or review the application online with you until Monday, February 27th.

Funding Notification Date: Wednesday, May 16, 2012, via email by 6:30 p.m.

Instructions for Completing Forms

Application as a Whole

- All forms must be submitted online.
- Any question that has an asterisk (*) requires an answer.
- Be concise with your answers. For many questions, the number of characters you have to complete your response is noted.
- Programs addressing “system advocacy” have a unique application that includes results outlined by the Annie E. Casey Foundation. Any program wishing to apply for funding for a systems advocacy program should speak with United Way staff before starting the application.
- Google Chrome is the internet browser we recommend (it has spell check built-in). A link to a free download of Google Chrome can be found on our website by clicking the “Community Partners” tab at the very bottom of our home page, then clicking “General Information for Prospective Community Partners”

Organizational Information:

The requested information here should be self-explanatory. If you have questions, contact Community Fund staff.

Results:

Proposed Results and Verification – You may have 1 – 3 results. Quality is preferred over quantity.

Result [1,2,3]a) Client result. From the drop-down boxes, pick the appropriate community-level and program-level result. For the program-level result, if you choose “other”, you will need to clarify in the next question.

Result [1,2,3]a-1) Describe Other. List the program-level result you propose and explain how it addresses the community-level result you selected above. Only answer this question if you selected “other” above.

Result [1,2,3]b) Describe clients served. Be specific about the clients this result will impact. Include pertinent information such as age, condition, etc.

Result [1,2,3]c) Clients served. Provide the number of clients you will serve in Buncombe County.

Result [1,2,3]d) Successful clients. Of the total number of clients served, provide the number (not percentage) that will successfully experience the desired result.

Result [1,2,3]e) Indicator. Be specific about what you will observe to know your program-level result has been achieved.

Result [1,2,3]f) Measurement tool. What measurement tool will be used to verify or track success? Discuss its validity and at what intervals it will be used.

Section 1: Guidance & Examples

The examples are intended to provide direction to your responses. The length of actual answers is decided by the applicant.

Program Narrative – Complete each question. Your response is limited to the equivalent of about 1/3 of a page for each question.

Question A. Provide a **brief project/program summary.**

Guidance:

In no more than 100 words, describe your project or program. Begin with, “ABC organization requests \$___ to do

Example:

Buncombe County Organization requests \$50,000 for the Empower Women Now Program. This is a pilot program to train 50 women in emerging technology fields to increase their ability to earn a living wage....

Question B. What **challenges** are you addressing and approximately **how many individuals, households or organizations** are impacted within your geographic area?

Guidance:

State the problem in clear terms as it is experienced by people who have it. To come up with numbers, rely on existing data or informed estimates to describe impact.

Example:

We are seeking to increase the number of male African-American students from public housing neighborhoods who graduate high school within four years (via degree or GED with community college support programming). Current data from XYZ City Schools shows that over the last decade, 32% of students or 300 students, within our target graduated in four years....

Question C. What **key steps** will you take to achieve your results?

Guidance:

Describe the core elements of your implementation plan and why it is the best way to achieve success. For example, to tackle childhood obesity, you could choose to focus on food choices, exercise, or school cafeteria options.

Example:

The Childhood Obesity Prevention project will select students from 3 schools to participate. After identifying participants, a six week nutrition and cooking program will be conducted with the parent or guardian of the children to promote healthy eating habits. The children will take part in a six month "Exercise is Fun!" program. Our project coordinator will collaborate with the schools' physical education programs....

Question D. Is your approach backed by **evidence of success**? If so, what is it?

Guidance:

Few approaches are completely original and you have more likelihood of success if you can build upon proven models. State any research or model – and its results – you are using for the basis of your program design. Note: Your program's past accomplishments should be discussed in Question H.

Example:

The Kids Overcoming Obesity for Life (KOOL) Project is based on the successful model "Why Weight?" which involved student participants at schools across suburban Washington, D.C. The program taught nutrition through cooking classes and also had an exercise component that has an incentive-based curriculum. A three and six-month follow-up showed students reduced their BMI by an average of XX% and changed their long-term eating habits to make healthier choices....

Question E. What **groups are most similar to you** in your geographic area, and **what differentiates you** from them?

Guidance:

Particularly in an era of scarce resources, it is important to know who else is doing similar work so that you can partner where appropriate and not unnecessarily duplicate or dilute efforts.

Example:

The after-school groups in Buncombe County got together to document which groups provide what services. Programs X, Y, and Z provide one-on-one tutoring. Programs T, U, and Z provide group homework help. Programs X and R have parenting components. Our organization serves public housing families (which are not served by other programs) on-site at community centers. We provide group homework help and a parenting program. We have met with the staff of similar programs to share tips and learn what works best in group settings and to increase parent involvement....

Question F. Who are the **key people who deliver the service** and what factors suggest they can help participants achieve the intended results?

Guidance:

The people behind a project are often the most critical element in predicting project success. Describe why these are the right people to achieve the results you propose. Go beyond resume details to the qualities that ensure their effectiveness.

Example:

Four bi- or tri-lingual speakers will lead the English literacy program. They have strong relationships among the non-native English speaking community. They have been trained by and will use the curriculum from the highly-successful English for non-English speakers.

- Mary Swimmer is proficient in Spanish and Russian and is a well-regarded high school teacher. She will offer a special after-school language program for middle and high school students.
- Juan Gomez has been with our program for 15 years and has tutored more than 50 Spanish-speakers. He and Lucy Raines (bi-lingual in Spanish) will collaborate on offering this program for adults who come to this program with little English literacy.
- Rosanna Jimenez has been an owner of a local coffee shop in west Asheville where people gathered through the years. She is a former student of this program and will support the efforts of the teachers listed above.

Question G. List any **partners, intermediaries or advisors** important to your success and describe their role and evidence of their commitment. Describe successful collaborations with these people or groups.

Guidance:

Many groups realize they can broaden their impact and perhaps save resources by partnering with others who share the same mission. Tell us who is working with you to help achieve results. Also tell us if you have a past track record and future commitment with whomever you include in your project.

United Way values the efforts of programs to collaborate with other programs and groups to maximize client benefits (results). Simply providing information and referral does not qualify as collaboration. Collaborative programs do one or more of the following:

- Work toward common goals and serve the same populations;
- Pool necessary resources to achieve results;
- Jointly plan, implement, and evaluate the program; and
- Share responsibility for the results of joint efforts.

Example:

Many of our clients who are homeless come with multiple issues. We work with Organizations A & B as well as several landlords to help us locate appropriate housing; Organization C to provide legal assistance to obtain the benefits clients are entitled, and Organization D to provide the counseling and other wrap-around services for clients....

Question H. What have you **achieved in the past three years** that is relevant to the proposed program?

Guidance:

Focus on how many people have tangibly improved their lives specifically because of your programming versus how much money you have attracted or what awards you may have received.

Example:

Our organization has a solid history of carrying out financial literacy programs that move people from debt and crisis into money management skills and solvency. Over the past three-year period:

- Women's Financial Assistance Program – Served 150; 25% eliminated credit card debt; half reduced credit card debt by 50%; 75% making monthly savings deposits; 80% had improved credit score.
- Mortgage Management Program – Served 220; negotiated to keep mortgages in 65% of cases; 70% of MMP participants remain enrolled in monthly budgeting and savings maintenance programs (meeting minimum credit requirements).

Section 2

Program and Organization Budget – United Way requires a balanced budget for all proposed programs and the organization operating the program (column 3 & 7). You will need to download the Excel worksheet to enter data and then upload it (using Fax to File). The spreadsheet is set to add each column.

Enter the appropriate reporting year above the line noted "m/y – m/y" (=month/year). Some examples are: 7/11 – 6/12, 10/11 – 9/12, or 1/11 – 12/11.

- *Column 1 & 4, Prior Year:* Provide actuals for the program and organization for the most recently completed year. Complete these columns whether or not United Way funding was provided during this period.
- *Column 2 & 5, Current Year Approved:* Provide information about the program budget and organization budget as approved (or most recently amended) by your Board of Directors for your organization's current fiscal year. Complete these columns whether or not United Way funding was provided during this period.
- *Column 3 & 7, Proposed Year:* Provide information about the program's and organization's proposed budget. If the organization budget has not already been established by the board, this should be the best approximation you have at the time of submission to United Way.
- *Column 6, Current Year-to-date:* Provide information on the status of the current year-to-date. If total revenues and expenditures don't balance, explain in Section 3, Budget Narrative, question D).

Section 3

Budget Narrative – Complete each question. The narrative should provide supportive information to clarify program revenue and expenses.

- A) *Major Differences in Revenue & Expenditures*: Identify all revenues and expenditures that are expected to increase or decrease by 10% or more OR \$10,000 or more for the proposed program. Reference the line item and the amount and percentage change between the Proposed and the Current Year. Provide a concise explanation for the changes listed.
- B) *Pending Funds*: List the status of all pending funds, both for the program and the organization, for the proposed year.
- C) *Assistance to Individuals*: If any amount is listed for this expense line, explain for both the program and the organization for the proposed year.
- D) *Additional Budget Information*: Use this space to clarify any issues that might occur.

Attachments

Each applicant organization should complete only **one** copy of each of these forms even if you submit more than one application. For attachments A-C, each will need to be downloaded, filled in, and then uploaded using Fax to File. For attachment D, you will need to upload a document you create, also using Fax to File, that includes the requested information.

- Attachment A: Put a checkmark next to each of United Way's Standards your organization presently meets. Mark "n/a" if the Standard is not appropriate. Have the board chair or an authorized representative of the chair and the agency director sign the form.
- Attachment B: United Way requires all funded partners to provide an annual audit or financial review. Additionally, United Way expects each funded partner to provide financial statements at least quarterly that are reviewed and approved by the board. This attachment certifies the organization does this and will, if necessary, communicate to United Way any financial issues that might impact the achievement of results for the program(s) funded.
- Attachment C: This form is required by the federal government to comply with the Patriot Act.
- Attachment D: United Way requires each applicant organization to provide a list of its board members. For each board member, include board title, term of service, profession or community affiliation, and geographic representation, if any. Additionally, provide the dates when officers change and when this board list was most recently amended.

Final Thoughts

Should you have questions, contact Community Fund staff. If you have questions about navigating the software to complete the application, review the online tutorial at:

<http://www.foundant.com/applicant-tutorial.php>