



United Way of Asheville  
and Buncombe County

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## CRITERIA FOR FUNDING PROGRAMS

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United Way of Asheville and Buncombe County funds programs that:

1. Meet the most important and pressing needs as outlined in the three Focus Area vision statements;
2. Demonstrate impact by having meaningful results that capture the changes for clients served; and
3. Have the financial and organizational capacity to administer the program.

When reviewing applications for United Way programs, Focus Area volunteers are challenged to fund the best programs at the level the programs need to produce the results proposed. The amount of dollars requested is always significantly higher than the amount available in the Community Fund.

To assist Focus Area volunteers meet their charge, United Way has created this “Criteria for Funding Programs”. The Criteria, in combination with the score sheet and written proposals, should provide Focus Area volunteers the information and direction needed to make the funding decisions for the programs they are reviewing.

### Considerations for funding:

1. United Way seeks to fund excellence. Not all programs submitting applications can or should be funded. Programs that do not meet United Way priorities, as described by the Focus Area vision statements, barriers and community-level results, should not be funded.
2. Programs should be rewarded for having results that Focus Area volunteers believe are worth funding, achievable, and show impact.
3. Programs should be given the amount of dollars needed to achieve the results, and a program should not be considered for partial funding if it is not clear how the agency will operate the program if United Way dollars are not provided at the level requested. Limited funding to help an organization develop a program or to show support is not the intention of United Way funding.
4. Focus Area volunteers need to weigh whether proposed results for new programs have the same value as currently achieved results for currently funded programs.
5. Programs should not be penalized for having diverse funding, higher levels of operating reserves than the 3 months recommended by United Way, development staff to fund raise, recently receiving a grant, or if the agency administering the program is part of a national organization.
6. United Way does not fund capital expenses for applicant programs.

Should Focus Area volunteers have questions about how to apply these considerations, they should contact the chair or vice-chair of their Focus Area or Community Fund staff.