

FY 2019-2021 Funding Cycle: Core Impact Investments Frequently Asked Questions (FAQ)

United Way of Greater Philadelphia and Southern New Jersey has refined its Impact Fund approach to focus on a central cause: ending intergenerational poverty. Our work and investments will support youth success and family stability. By using the Results Based Accountability Framework (RBA) and aligning our investments around this central cause, we aim to drive deeper Impact in the areas where we can make the biggest difference: early learning, career pathways pipelines, and economic self-sufficiency.

UWGPSNJ is inviting qualified and aligned organizations to apply for funding through our FY19-21. Please use the frequently asked questions below as a tool to assist in understanding our new framework, investment priorities and application process.

Our new framework includes establishing Results Based Accountability learning communities in which all grantees will be required to participate and an ability to be willing to learn how to articulate program results as how much, how well and is anyone better off.

1. How can I learn more about United Way's Funding priorities?

Please visit our website at <https://www.unitedforimpact.org/impact-fund-application/> This page includes Strategy Guidance letters which outline our funding priorities and information an organization will be required to submit for each strategy. As always, United Way staff is happy to answer any questions you have at fundingprocess@uwgpsnj.org.

2. How does an organization apply for funding?

Agencies will apply through United Way's online portal at <https://www.unitedforimpact.org/impact-fund-application/> The application process begins with a required prequalification step (online form) to determine whether your agency is eligible to complete the full application. The prequalification form will open beginning October 30, 2017 and close on November 30, 2017 at 11:59 pm. The full application will open Tuesday, January 2, 2018 and close Friday, January 29, 2018 at 11:59pm. For more information please check our website at <https://www.unitedforimpact.org/impact-fund-application/>

3. Will organizational size or current or former relationship status with United Way affect funding decisions?

All eligible nonprofits will be considered for funding, regardless of previous or existing relationships with United Way or organizational size. Funding decisions will be made based on an agency's alignment with United Way's priorities and ability to demonstrate concrete, measureable results.

4. Is there a maximum number of objectives for which an organization can apply?

Organizations may apply to a maximum of three objectives. UWGPSNJ has created multiple funding applications, though organizational level information will only need to be entered once. All other information is entered based on the objective and partnership level.

5. How can I learn more about Results Based Accountability (RBA)?

There will be opportunities during the information sessions to learn the basic principles of RBA which is all that's required for the application. United Way does not expect

organizations to be fully versed or experts in RBA to apply. After investment decisions are made, United Way will establish learning communities for all of their grantees and we will learn this work together as a partnership. In the meantime, please visit <https://clearimpact.com/results-based-accountability/> to learn more about RBA.

6. How will grant amounts be determined?

Grant amounts will be determined in tiers by staff, volunteers and Local United Way Boards.

Regional Partner (\$150,000 – \$250,000): single or multi-service organization working in three or more counties in UW's footprint and demonstrating significant results in at least one of UW's objectives. Grantees must be willing to **support**, with UW, a small collective of partners toward: (1) more holistic approaches to service provision, including the identification of and possible elimination of systemic barriers as well as (2) shared results that will inform the subsequent FY 22-24 funding process.

- Role: thought leader in at least one of UW's areas of focus with capacity to play a deep, supportive role in the broader ecosystem of organizations and communities in the region. Ideal partners will have demonstrated experience in the execution of systems level change efforts as well as the organizational capacity to co-lead, with UW, a collective of partners toward increasing the efficacy of efforts (including advocacy) that will turn the curve on one of UW's three community level goals.
- Must meet all required components
- Anticipated Number of Grantees: 8-10 throughout the region, depending on dollars available

Key Partner (\$50,000 - \$150,000): single or multi-service organization working in at least one county in UW's footprint and demonstrating significant results in at least one of UW's objectives. Grantees must be willing to actively participate in a collective of partners toward: (1) more holistic approaches to service provision, including the identification of and possible elimination of systemic barriers as well as (2) shared results that will inform the subsequent FY 22-24 funding process.

- Role: thought partner in at least one of UW's areas of focus with capacity to actively engage with the broader ecosystem of organizations and communities in the region. Ideal partners will have a demonstrated track record of involvement in systems level change efforts as well as the organizational capacity to **actively participate** in a collective of partners toward increasing the efficacy of efforts (including advocacy) that will turn the curve on at least one of UW's three community level goals.
- Must meet all required components
- Anticipated Number of Grantees: 25-35 throughout the region, depending on dollars available

Supporting Partner (\$20,000 - \$50,000): single service or niche organization working in at least one county in UW's footprint and demonstrating results in at least one of UW's objectives. Grantees must be willing to **contribute to** the efforts of a collective of partners toward: (1) more holistic approaches to service provision, including the identification of and possible elimination of systemic barriers as well as (2) shared results that will inform the subsequent FY 22-24 funding process.

- Role: thought partner in at least one of UW's areas of focus. Ideal partners will have a strong track record of service delivery and a willingness to contribute to systems level change efforts that will help turn the curve on one of UW's three community level goals. Priority will be given to organization serving communities that are difficult to reach.
- Must meet all required components.
- Anticipated Number of Grantees: 25-35 throughout the region, depending on dollars available

7. If an organization applies for multiple objectives, how will this affect funding decisions?

Successful applicants will be awarded one grant and be assigned to one tier, (i.e. regional, key OR supporting level) regardless of the number of objectives for which it applies. United Way will review agency applications with multiple objectives and assign the tier/partnership level that best represents the role that agency can play within United Way's learning communities as well as the scope and scale of work the agency represents relative to the complement of organizations that apply. Agencies that apply for multiple objectives may receive a larger grant within the assigned tier/partnership level's grant range, however applying to multiple objectives does not guarantee a higher grant amount or tier/partnership level.

6. How are final funding decisions made?

Applications are reviewed by financial and community volunteers, and select United Way staff. All reviewers are vetted for conflicts of interest prior to being assigned applications to review. Applications are reviewed through an objective assessment tool that rates applications based on factors including: quality of services, alignment with United Way's funding priorities and ability to demonstrate measureable results in their area of focus. Funding recommendations are then approved by United Way's Regional Board of Directors.

7. How and when are funding decisions communicated to organizations?

Funding decisions will be made public in June 2018. All information on funding decisions will be communicated to applicants via their individual portal accounts (created at the beginning of the application process) on UnitedForImpact.org. Organizations that are not selected for grants will be provided information on why their applications were not selected.

8. How much of Chester County is covered under this framework?

United Way's footprint covers nine zip codes in the eastern corridor of Chester County:

19301, 19312, 19333, 19345, 19355, 19397, 19398, 19399, 19494, 19495, 19496.

9. My organization is a part of a larger national or local umbrella organization. How many applications should we fill out?

Applicants with the same EIN as an umbrella organization need only to fill out one application.

10. Can two or more organizations apply together as a partnership?

In this funding cycle, applications must be submitted by a single organization but potentially, an organization can work with a complementary partner on the back end and apply. Details of

the partnership would need to be included in the application particularly related to how deliverables would be ensured. If deliverables cannot be met, regardless of the reason, we would need to renegotiate the partnership and potentially terminate the contract.

11. Do the required documented outcomes have to align with performance measures indicated in a specific objective?

No, they do not have to align. We just want to make sure there is a track record of proven results in your area of expertise.

12. Can I keep my options open by applying for 2-3 objectives in the prequalification survey?

Sure, nothing is set in stone beyond determining alignment. The most important part about the prequalification is the required components, to ensure alignment with your program.

13. If my program spans several of these objectives, how do we apply?

Generally, we recommend that you apply for the objective(s) in which you provide the strongest work and results but United Way is willing to discuss your specific program and guide you through the application process.

14. If my organization applies for 3 different areas and only align with one, will United Way offer feedback on that?

Yes, we will let you know and will help with the partnership tiers if your application is approved.

15. Do we have to be located in the areas we serve or can we offer services in those designated areas and be located somewhere else?

An organization can be located outside of the area it serves but must show a significant amount of evidence that the program serves those designated areas intentionally.

16. For an organization to apply to the Opportunity Youth objective, do the program participants have to be disengaged or could they be on the road towards disengagement?

Yes, to apply to the Opportunity Youth objective, participants must be fully disengaged from school and/or work. However, programs that target people 18+ that are on the road to disengagement could be aligned with the Living Wage objective.

17. Regarding the 2-county required component for the community stability sub-objective and 3-county requirement for partnership levels, do we already have to be in those counties presently?

Yes.

18. How does this process affect an organization's eligibility for donor designations?

This funding opportunity has no direct relationship to United Way's Donor Choice program. Even if an organization is not selected to receive an Impact Grant from United Way it still may be eligible for participation in the Donor Choice program. United Way's requirements under the Donor Choice program are that organizations must be a 501(c)(3) health and human service organization located in or providing services in PA, NJ, or DE. The organization must also be compliant under the United States Patriot Act. For more information on eligibility,

please see our website <https://www.unitedforimpact.org/donor-choice-processing-requirements/>.

19. What other ways can my organization engage with the United Way?

We invite you to [continue to partner with us](#)

- Become a [Donor Choice Agency](#)
- Attend Capacity Building events
- Access the *Funding Information Network* at United Way of Greater Philadelphia and Southern New Jersey's Galloway office
- Find local RFP listings
- Attend workshops and classes about the [impact of trauma](#)
- [Promote your volunteer opportunities](#)
- [Advocate with us for the causes your organization cares about](#)
- Ensure your organization is listed on [2-1-1](#) and build your referral partnerships through [2-1-1 NJ](#) and [2-1-1 PA](#)
- Learn more about the [Nonprofit Repositioning Fund](#) and the [Nonprofit Executive Leadership Institute](#)
- Subscribe to and include your news in our [Common Good Newsletter](#)

20. Will the next opportunity to apply for the core impact grants be in another 3 years?

Yes.

21. Who do I contact if we have more questions?

UWGPNJ is here to help with any questions or concerns so please contact us at fundingprocess@uwgpsnj.org or 1-866-636-8673. All calls and/or emails will be directed to a colleague in the appropriate regional office and will be answered within two business days