

**Columbus Area
United Way**



IMPACT GRANT Guidelines and Directions

Mission:

The Columbus Area United Way mission is to focus resources to measurably improve the education, financial stability, and health of our community.

**Columbus Area United Way, Inc.
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PURPOSE

The purpose of the Impact Grant program is to provide health and human service agencies and organizations an opportunity to seek funds for immediate and creative responses to the most pressing human needs in the areas of Education, Financial Stability, Health, and Community Needs. Impact Grants can be applied for in two different areas.

1. One year demonstration or pilot project grant: Organizations are encouraged to test and develop new or improved ways of delivering needed services, services which address emerging or newly identified needs, or services which respond to previously unmet or underserved needs within the four-county service area of Boone, Colfax, Platte, and Nance counties. The desired results of these demonstration/pilot programs will be improved delivery or services for persons in need, and a stronger more integrated human service network in our community.

2. Impact Grants: Organizations that already have programs established that are addressing recognized concerns within the areas of Education, Financial Stability, Health and Community Needs. The objective of these impact grants will be to fund programs that will have measurable results that improve lives and make lasting change.

4% of the interest earned by the Columbus Area United Way Endowment Fund is distributed back to the community through annual Impact Grants. It is recommended an Impact Grant application request be \$20,000 or less.

The considerations for these grants include:

- Programs which provide services in response to community identified needs.
- Programs which respond to new and/or emerging needs.
- Programs which utilize the Impact Grant as matching funds to secure other grants for provision of human services.
- Programs that will secure other funds, either grant or direct contributions, plus in-kind matching support.
- Proposals which document shared staff facilities and/or resources among two or more agencies, organizations, joint agency-business, or joint agency-government proposals. Special consideration will be given to programs which demonstrate a collaborative effort among groups.
- Programs which demonstrate the ability to become self-sufficient after initial funding.
- Programs not duplicated by other services/programs currently available.
- Programs which make extensive use of volunteers.

CRITERIA FOR ELIGIBILITY

- A. The applicant must be incorporated (or sponsored by an incorporated agency) as a non-profit human needs services agency/organization.
- B. The applicant must have tax exemption under Section 501(c)(3) of the Internal Revenue Code. Groups/organizations who are not incorporated or who do not yet have tax-exempt status must be sponsored by a non-profit, tax-exempt organization and provide a signed statement showing sponsorship agreement (call the United Way office for information)
- C. The applicant's primary geographical area of service and physical location must be in the Columbus Area United Way service area (Boone, Colfax, Platte, and Nance counties).
- D. The applicant must have a certificate of non-discrimination.
- E. The applicant must have an organized governing authority, comprised solely of volunteers, with responsibility to implement a program and to administer and be accountable for the dollars granted. The governing authority must represent the community which it seeks to serve, consist of a minimum of five (5) members and meet regularly.
- F. Requests for support must be consistent with the purpose of these grants (see page 2).
The following are examples of items that will not be considered for Impact Grant funding:
 - 1. Direct financial assistance to individuals or families.
 - 2. Capital expenditures unless there are matching monies or evidence of criteria need for the item for program services.
 - 3. Grants/stipends to conduct or attend conferences, seminars, and workshops.
 - 4. Audits.
 - 5. Other items deemed inappropriate by the Columbus Area United Way Board of Directors.
- G. Impact Grant recipients will be allowed to seek extended funding beyond the first year for stabilization purposes. This does not, however, obligate the Fund Distribution Committee to fund the reapplication but only to consider its request. To be eligible for consideration for a second period of funding, the organization must meet the following criteria:
 - 1. All concerns (administrative, management, program, facility, financial, etc.) expressed by the Fund Distribution Committee at the time of first year's funding will have been addressed with positive, demonstrated results by the organization.
 - 2. Demonstrated effectiveness of the applicant's program in meeting the proposed community need.
 - 3. Consistency of second year proposal with initial goals and objectives of the first year.
 - 4. A clear and operable plan for generating other resources. Columbus Area United Way encourages applicants to avoid an over dependence on only a few fund-raising sources.
 - 5. A financial/program report from the preceding year.
- H. Impact Grants will be considered on an annual basis.
- I. In order for Columbus Area United Way to assess and measure collective impact it is necessary for applicants to measure towards Columbus Area United Way strategic goals in the areas of Education, Financial Stability and Health. Columbus Area United Way Board of Directors did a Strategic Community Needs Assessment to determine the focus areas for Education, Financial Stability and Health which are outlined in detail in this document. However, if an Impact Grant applicant does not align with one of the current goals but is meeting an emerging need within the community, this falls under Community Needs pillar in which the applicant will need to determine measurable outcomes and indicators to determine the impact of the program within the community.

APPLICATION GUIDELINES/TIMETABLE

The application and approval procedure is as follows:

1. By December, online applications will be made available, and advertising begins.
2. The Columbus Area United Way will receive inquiries regarding Impact Grants.
3. In response to the inquiry, the Grant application information will be distributed to the applicant.
4. The applicant must submit the application using Columbus Area United Way online system, e-CImpact and meet Impact Grant criteria.
5. Applications will be accepted online and submitted no later than Wednesday, **January 15th, 2025, at 5:00 pm.** Applications received after this date will not be accepted.
6. The applications will be reviewed by the Fund Distribution Committee. The review may include conferences and/or on-site visits with applicants as the Committee deems necessary.
7. The review process will conclude with the Fund Distribution Committee making a recommendation to the Columbus Area United Way Board of Directors.
8. Notification of actions on requests will be given to applicants by the end of April 2025.
9. Successful applicants may be invited to the Columbus Area United Way Board meeting for distribution of checks.
10. The above-described time frame can be waived or altered at the discretion of the Board of Directors of the Columbus Area United Way.
11. Impact Grant funds will be distributed in one lump sum unless otherwise recommended by the Fund Distribution Committee.
12. An online report describing the progress of the applicant's program will be required six months and twelve months after the distribution of funds. The Fund Distribution Committee will review and monitor the Grant recipient as deemed necessary.

The Columbus Area United Way mission is to focus resources to measurably improve the education, financial stability, and health of our community. Part of the requirement of an Impact grant applicant is to determine which pillar and community outcome statement your program and/or initiative aligns with. Below you will find the scope and focus of each Pillar for your reference and information.

**COLUMBUS AREA UNITED WAY, INC.
IMPACT GRANT - PROJECT FUNDING SCOPE**

EDUCATION PILLAR

Community Outcome Statement: Improve Kindergarten readiness

FOCUS:

- Increase awareness of early childhood education and social emotional development
- Expand learning opportunities and engagement for early childhood education
- Provide accessible means for early childhood education for low-income families or families with at-risk children
- Increase parent and child engagement through reading
- Increase social/emotional programming skills for children to become kindergarten ready. A socially and emotionally prepared 5 -year-old:
 - Can follow developmentally appropriate directions
 - Does not disrupt the class
 - Can play cooperatively with others
 - Knows how to communicate thoughts and needs
 - Is curious and enthusiastic about new activities
 - Regulates emotions under most circumstances
 - Forms close and secure relationships
 -

Common Outputs and Indicators:

- # of low-income or at-risk children assisted financially in accessing early childhood education programs
- # of children (0-5) enrolled in high-quality early childhood programs supported by United Way (UWW Global Results Framework)
- # of families, caregivers served that are provided with information, resources, tools, trainings, and/or teaching skills (UWW Global Results Framework)

- % of parents maintaining or increasing reading time with their children
- % of children improving social/emotional skills

Community Outcome Statement: Improve and maintain community public school 4-year graduation rate

FOCUS:

- Provide expanded learning opportunities
- Support before and after school programs
- Promote school attendance
- Help parents stay engaged in their child's education
- Foster hope for a successful future

Common Outputs and Indicators:

- # of youth assisted to help overcome a barrier impacting school performance
- # attending an expanded learning opportunity program
- # educated on the importance of parent involvement in their child's education

- % improve or maintain school attendance
- % maintain meaningful relationship with adults and/or peers
- % of students improve behavior/discipline

FINANCIAL STABILITY PILLAR

Community Outcome Statement: Adults improve job relevant skills

FOCUS:

- Identify ways to improve the financial stability of low-income families
- Develop life skills and improving employment
- Empower individuals to earn a living wage and provide for their family.
- Connect people to resources already in place

Common Outputs and Indicators:

- # completing adult education class
- # completing GED
- # of clients with a savings account

- % of participants identify additional client community resources
- % of individuals reporting improving self-sufficiency
- % of individuals secured or improved their employment
- % of individuals served who earn job-relevant licenses, certificates, and/or credentials (UWW Global Results Framework)

Community Outcome Statement: Ensure basic needs of food and shelter are met

FOCUS:

- Meet client's basic needs
- Connect people to resources already in place

Common Outputs and Indicators:

- # of individuals and/or households served
- % of participants identify additional client community resources

HEALTH PILLAR

Community Outcome Statement: Decrease suicide rate of youth

FOCUS:

- Mental Health
- Reduce number attempting suicide
- Educate how to resolve conflict/adopt coping skills
- Educate how social media causes social isolation
- Easy access to a variety of clinical interventions

Common Outputs and Indicators:

- # educated about healthy relationships (i.e., bullying issues and appropriate social media)
- # referrals made after youth talks about attempting suicide
- # attending suicide prevention presentations and/or support groups

- % of youth served who avoid or reduce risky behaviors
- % report they can resolve conflict or have adopted coping skills
- % report strong connections to family, friends, and/or community support
- % of participants identify additional client community resources

Community Outcome Statement: Educate community members on healthier lifestyle choices

FOCUS:

- Mental Health
- Domestic violence
- Substance use
- Diet and exercise
- Lack of health insurance or high deductibles deterring people from getting help
- Prevention is the key to break the cycle of negative behaviors

Common Outputs and Indicators:

- # educated on healthier lifestyle choices
- # of individuals served participating in physical activity and/or healthy food access/nutrition programs (UWW Global Results Framework)

- % of program participants have a plan for safety
- % of youth/adults served who avoid or reduce risky behaviors (alcohol, drug abuse, unprotected sexual activity) (UWW Global Results Framework)
- % of participants identify additional client community resources

COMMUNITY NEEDS PILLAR

Community Outcome Statement: Impact relevant community and emerging needs

Focus:

- New arising need within the community
- Need does not align with CAUW three pillars of Education, Financial Stability and Health

Common Outputs and Indicators:

- Organization will develop their own common outputs and indicators based on program and emerging need.