



United Way
East Ontario

Information Session

Call for Proposals

November 23rd and 24th, 2021

WORKING WITH COMMUNITIES IN PRESCOTT-RUSSELL, OTTAWA, LANARK AND RENFREW COUNTIES



Land Acknowledgement

United Way East Ontario acknowledges the privilege to be operating and performing on the unceded traditional territory of the Algonquin Anishinaabeg. We recognize the Indigenous peoples of Turtle Island who have thrived on this land since time immemorial.



Agenda

- 1) Welcome & Introductions
- 2) Purpose of this session
- 3) United Way East Ontario Catchment
- 4) 2022 Call for Proposals Overview
- 5) Short Break
- 6) Why Results Matter
- 7) Data Collection



Purpose

- To provide an overview of the 2022 Call for Proposals and the goals open for applications
- To share an overview of changes to our Call for Proposals investment process
- To review data collection and why it is important in our decision making



United Way East Ontario

- United Way Centraide amalgamated on April 1st 2017. In September 2019, we became United Way East Ontario. We work with communities in Prescott-Russell, Ottawa, Lanark, and Renfrew Counties to tackle the greatest challenges facing individuals and families across the region.
- At United Way, we know the issues facing our communities can't be solved by one organization acting alone. It's why we work with individuals, agencies, companies and government leaders – people who put local love at the forefront of all that they do.
- Our partners will continue to work closely with our local staff and volunteers to support our community's most vulnerable people. The same staff and volunteers will continue to be locally engaged in investment decisions.



Our Mission, Vision & Promise

Bringing people and resources together for a strong, safe, healthy community for all;

That our community is measurably better because of the work of United Way East Ontario and others and;

That we will invest resources where they are needed the most and where they will have the greatest impact.

We are an Impact United Way



Overview



More kids *must be* on track to succeed



All That Kids Can Be



- > Healthy & resilient children ready to learn
- > Children successful in school
- > Engaged & active children & youth
- > Children & youth have access to mental health and addiction support to improve mental health
- > Youth housing needs are met

More people *must be able to* achieve financial independence and stability



Poverty to Possibility



- > Improve employment for newcomers
- > Improve employment for disabled persons
- > People in financial crisis receive supports
- > Youth are supported in their transition to employment
- > Rural residents have access to literacy and skills development

Our community *must be* great for everyone by improving equity, connections, and well-being



Healthy People, Strong Communities



- > Agencies have the capacity to meet community needs
 - > Healthy communities through increased equity, social cohesion, & inclusion
 - > Community supports for mental health & addictions
- > Adults in crisis have access to immediate supports
- > Seniors have improved wellbeing and are less isolated

Our 5 Tools



Advocacy



Convening & Collaboration



Investing in Programs & Initiatives



Research & Evaluation



Resource Development

Using An Equity Lens To Address Our Issues



Indigenous Peoples

First Nations, Inuit and Metis people

Equity Deserving Groups

- Black, African, Caribbean communities
 - South Asian, Southeast Asian, West Asian
 - Chinese
 - Filipino
 - Latin American
 - Arab
- Korean
 - Japanese
 - Minority Language populations
 - New Canadians, Immigrants, Refugees
 - Rural Communities, particularly Remote and Underserved
 - Women and Girls
- People with Disabilities
 - LGBTQ2S+
 - Vulnerable Seniors and Caregivers
 - People Living in Poverty, including Low Income Communities and Neighbourhoods



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2022 Call for Proposals

WORKING WITH COMMUNITIES IN PRESCOTT-RUSSELL, OTTAWA, LANARK AND RENFREW COUNTIES



Investments Allocated in 2021

Healthy People Strong Communities	\$1.8M* *\$855K extended until June 2022	40 programs
All that Kids Can Be	\$1.46M* *\$754K extended until June 2022	24 programs
Poverty to Possibility	\$416K *\$208K extended until June 2022	11 programs

**UWEO does not know the amount of funding available until after the submission deadline. The above total investments are susceptible to change based on both available funds and needs in our communities.*



General Eligibility Criteria

- Applicant must be a registered charity (with its own RR number)
- Applicant must maintain a volunteer board that meets regularly
- Applicant must host an Annual General Meeting
- Applicant is expected to submit audited financial statements*

*Charities with revenues less than \$250,000 may submit reviewed financial statements **only if** they have been funded by one of UWEO's local offices in Prescott-Russell, Ottawa, Lanark or Renfrew Counties through our CFP within the past 5 years (2016/17 – 2021) and are in good standing with the organization.



Sponsorship

If **any** of the eligibility criteria are not met, applicants **must** establish a formal partner sponsorship agreement with a registered charity (with its own RR Number) that meets **all** of the above criteria.

Once a partner has been identified, the sponsored agency must contact United Way East Ontario at agencyinfo@unitedwayeo.ca to communicate the intent to submit as a sponsored agency. This must be done by February 18th, **at least 7 days** prior to the submission deadline.



Other Eligibility Criteria

- The activities proposed by the applicant must benefit residents in the boundaries of East Ontario (Ottawa, Lanark, Renfrew, Prescott-Russell).
- The applicant's primary focus and mandate must be within the social services sector.
- The proposal submitted by the applicant must clearly support stated priority goal(s)/focus areas.
- The applicant (or sponsor, in the case of sponsored applicants) must be financially solvent.
- The applicant must carry sufficient liability insurance (at least \$2 million)
- **No late or incomplete submissions will be accepted**



Applicants Ineligible for Funding

- Registered charitable organizations sponsoring for-profit organizations or for-profit ventures, with the exception of social enterprise or non-profit community economic development activities.
- Hospitals or medical treatment programs, Educational institutions and organizations, including school boards, schools, universities, colleges and parent-teacher associations.
- Faith-based organizations or organizations that require an adherence to or promotion of a religious faith or political affiliation as a condition of receiving supports or services.



Applicants Ineligible for Funding

- Political parties.
- Fundraising events or organizations, service clubs and foundations that act primarily to raise funds for distribution to other organizations, with the exception of foundations that are raising funds for directly related organization.
- Organizations whose policies or practices contravene the Ontario Human Rights Code



Costs Ineligible for Funding

- Retirement of debts or budget deficits.
- Large capital expenses related to construction or the development of facilities.
- Wages or wage subsidies for program participants.



Eligibility Checklist Documents – Due February 18, 2022

- 1) Most recent audited financial statements or reviewed financial statements
- 2) Current list of Board members
- 3) Most recent signed and Approved Annual General Meeting minutes
- 4) Current fiscal year organizational budget (unaudited)
- 5) Proof of sufficient liability insurance



Main Changes Since Last CFP

- Change in Funding Cycle (July 1 2022 – June 30 2023)
- All applications must be submitted in SmartSimple
- Greatest needs-based investment decisions (region-wide)
- Questions related to coalition, social enterprise and collective impact
- Significant revisions to Indicator section
- Budget requires narrative explanation
- Submitting one proposal per PG per target population
- Comprehensive user guide



Assessment Process

- Investment Committee is to review and assess proposals and make recommendations for investment to Community Oversight Committee
- Proposals assessment process:
 - Scored
 - Discussed
 - Ranked
- Information from program reports is used in the assessment process (where applicable)



Investment Committee

- Investment Committee (IC) will lead the assessment process, supported by community subject matter experts and staff
- The IC and staff have a deep understanding of United Way's strategic investment direction and needs within each community
- Investment Committee is region-wide



Application Sections

- Alignment to Priority Goal and Focus Area Strategy
- Agency's capacity to deliver proposed program/project
- Program/project overview
- How the agency will implement the program/project
- Evaluation plan
- Budget and budget notes



2022 Call for Proposals Timeline

ACTIVITY	DATE/TIMELINE
Agency Information Sessions	November 23-24, 2021
CFP Launch and Deadline	January 18, 2022 – February 25, 2022
Checklist and Sponsorship Deadline	February 18, 2022
Assessment Review	February 26 – April 1, 2022
Corporate Oversight Committee – Presentation of Recommendations for Approval	TBD
Notification to Agencies	By May 1, 2022



Call for Proposals Support

- **Information on United Way East Ontario website**
 - <https://www.unitedwayeo.ca/agencies/>
- **Guidebook**
- **Contact for questions and support**
 - **Phone:** 613-683-3861
 - **Email:** agencyinfo@unitedwayeo.ca
- **SmartSimple**
 - https://uweo.smartsimple.ca/s_Login.jsp



Questions?



United Way
East Ontario

Why Results Matter

WORKING WITH COMMUNITIES IN PRESCOTT-RUSSELL, OTTAWA, LANARK AND RENFREW COUNTIES

Results Based Accountability



More kids *must be* on track to succeed



All That Kids Can Be

More people *must be able to* achieve financial independence and stability

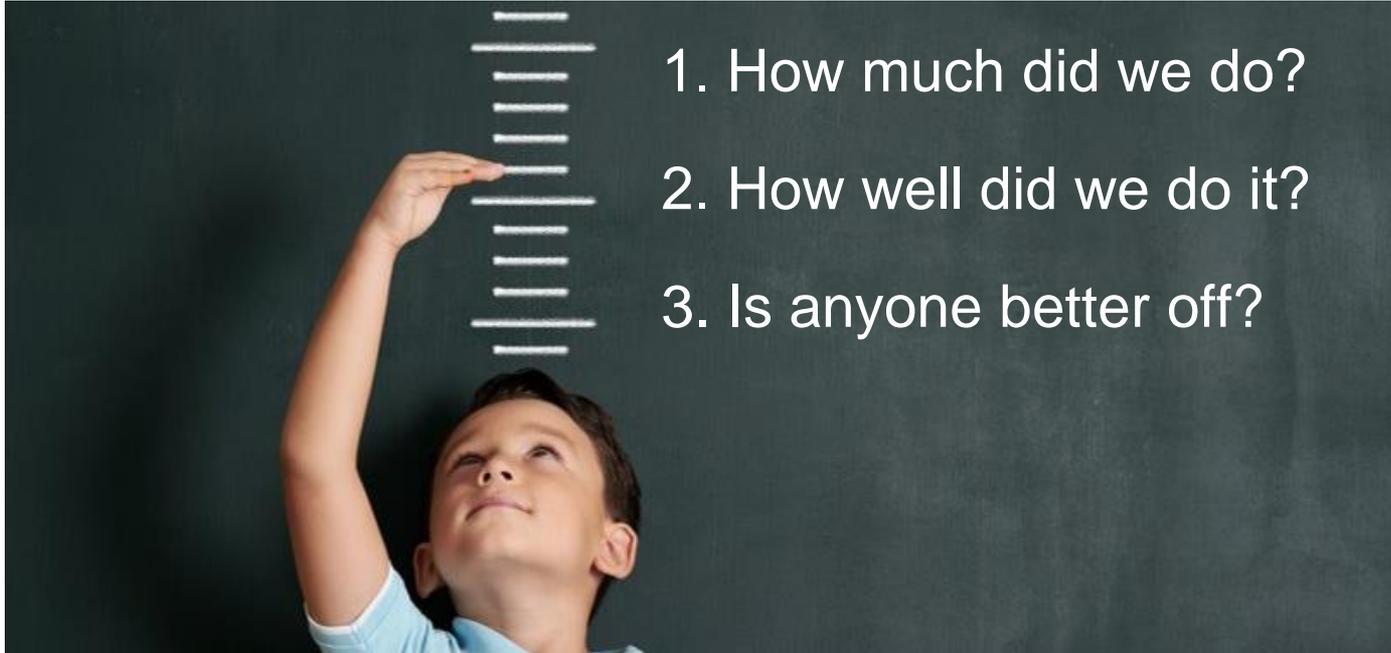


Poverty to Possibility

Our community *must be* great for everyone by improving equity, connections, and well-being



Healthy People, Strong Communities



Focus Areas



All That Kids Can Be



From Poverty to Possibility



Healthy People, Strong
Communities

Overview



More kids *must be* on track to succeed



All That Kids Can Be



- > Healthy & resilient children ready to learn
 - > Children successful in school
- > Engaged & active children & youth
 - > Children & youth have access to mental health and addiction support to improve mental health
- > Youth housing needs are met

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Poverty to Possibility



- > Improve employment for newcomers
- > Improve employment for disabled persons
- > People in financial crisis receive supports
 - > Youth are supported in their transition to employment
- > Rural residents have access to literacy and skills development

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Healthy People, Strong Communities



- > Agencies have the capacity to meet community needs
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- > Seniors have improved wellbeing and are less isolated

How much did we do?



More kids *must be* on track to succeed



All That Kids Can Be

- ✓ 7 collaborations and initiatives
- ✓ 47 programs
- ✓ 39 community agencies
 - 31,194 unique individuals were supported
 - 2,814 people volunteered over 105k hours with our agency partners

More people *must be able to* achieve financial independence and stability



Poverty to Possibility

- ✓ 16 collaborations and initiatives
- ✓ 17 programs
- ✓ 16 community agencies
 - 5,701 unique individuals were supported
 - 185 people volunteered over 7k hours with our agency partners

Our community *must be* great for everyone by improving equity, connections, and well-being



Healthy People, Strong Communities

- ✓ 36 collaborations and initiatives
- ✓ 36 programs
- ✓ 31 community agencies
 - 53,710 unique individuals were supported
 - 2,693 people volunteered over 113k hours with our agency partners



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All That Kids Can Be



- > Healthy & resilient children ready to learn
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THE OUTCOMES	IMPACT		THE RESULTS	
Children ready to learn	90%	of people reported positive parent-child activities that support the achievement of developmental milestones	655	Families/caregivers served that are provided with information, resources, tools, trainings, and/or teaching skills
Engaged and active children and youth	77%	middle /high school youth served who develop soft skills	7,573	youth served who participate in school and/or community-based out-of-school time programs and/or receive individualized supports
Resilient Children and youth	78%	Of children and youth who demonstrate prosocial behaviours and improved emotional well being	1,704	Of children and youth who demonstrate prosocial behaviours and improved emotional well being
Children and youth have improved mental health	96%	Of children and youth who have improved mental health outcomes	460	Of children and youth who have improved mental health outcomes
Successful in school	90%	of children and youth maintained or improved academic competencies	920	children and youth maintained or improved academic competencies
Youth housing needs are met	99%	of youth living in emergency shelters or transitional housing receive supports to live independently	170	youth living in emergency shelters or transitional housing receive supports to live independently
Youth reduced or stopped using drugs (non-	84%	of youth reported a reduction in the	273	youth reported a reduction in the frequency of



**More people *must be able* to
achieve financial independence and
stability**



Poverty to Possibility



- > Improve employment for newcomers
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THE OUTCOMES	THE IMPACT		THE RESULTS	
Engagement in the labour market	68%	Supported individuals who gain employment	441	Supported individuals who gain employment
Engagement in the labour market	68%	Of participants obtained or maintained employment	4,659	individuals served who receive job skills training
Newcomers are engaged in the labour market	67%	of newcomers found employment	466	newcomers found employment
People with disabilities are engaged in the labour market	80%	of job seekers with disabilities found employment	231	job seekers with disabilities found employment
Priority populations are engaged in the labour market	92%	of employers increased their knowledge of barriers faced by priority populations	1,044	employers increased their knowledge of barriers faced by priority populations
Youth are supported in their transition to employment	60%	Of youth served gained post-secondary employment, further education, or credentials	84	youth (ages 15-24) served who gain employment
People in financial crisis receive	2,502			people in financial crisis received financial services and



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 - > Seniors have improved wellbeing and are less isolated

THE OUTCOMES	THE IMPACT		THE RESULTS	
People in crisis have access to immediate supports	77%	of individuals felt supported and had their stress levels reduced	42,007	individuals received crisis supports
Seniors have improved wellbeing and are less isolated	86%	of seniors reported decreased isolation	1,040	seniors reported decreased isolation
Neighbourhoods achieve positive change		1,349		residents coming together to engage on issues of shared importance
Adults have access to mental health and addiction supports	74%	of clients saw an improvement to their mental health	4,203	of clients had access to mental health and addiction supports
Individuals have access to health and physical activity	87%	children served who eat healthier, increase their physical activity, and/or move towards a healthy weight	2,371	Children and youth participating in physical activity and/or healthy food access/nutrition programs

Measure Program Impact



- United Way East Ontario report on the wider impact of our collective work. **UWEO measure population accountability**
- Agency partners report on the impact of their program. **Agencies measure program accountability**

Three Questions:

1. How much did we do?
2. How well did we do it?
3. Is anyone better off?



United Way
East Ontario

Data Collection

WORKING WITH COMMUNITIES IN PRESCOTT-RUSSELL, OTTAWA, LANARK AND RENFREW COUNTIES

Focus Areas – Prescott Russell & Renfrew



All That Kids Can Be



From Poverty to Possibility



Healthy People, Strong
Communities

Priority Goals - Ottawa



School Readiness	Healthy and resilient children ready to learn
Critical Hours	Engaged and active children and youth
Youth Homelessness	Decrease youth homelessness
Crisis Support	Ensure people in crisis have access to coordinated and immediate supports
Employment for Newcomers	Improve employment & labour market outcomes for newcomers
People with Disabilities	Improve employment & labour market outcomes for people with disabilities
Mental Health & Addictions	People experiencing mental health and / or addictions challenges have access to coordinated community-based supports
Successful Aging	To improve the well-being of seniors by reducing the factors that lead to isolation & vulnerability while respecting their independence
Strong Neighbourhoods	To build healthy and vibrant communities by increasing equity social cohesion, and inclusion
Agency Capacity Building	Strengthening organizations so they have a greater capacity to meet community needs and change more lives

Priority Goals – Lanark County



Critical Hours	Engaged and active children and youth
Youth Homelessness	Decrease youth homelessness
Beginnings and Transitions	Community members have access to literacy and skills development to improve employment and overcome health barriers
Mental Health & Addictions	People experiencing mental health and / or addictions challenges have access to coordinated community-based supports
Successful Aging	To improve the well-being of seniors by reducing the factors that lead to isolation & vulnerability while respecting their independence
Strong Neighbourhoods	To build healthy and vibrant communities by increasing equity social cohesion, and inclusion



Data Collection

- We use your data locally (Impact Report), roll it up to United Way Canada, as well as for United Way Worldwide (Global Results Framework)
- Your program's story factors into our decision making, so choose indicators and collect data that accurately portrays the program that is being measured.
- **Remember:** It is not the number of indicators, but the quality of the information



Data Collection

- The data helps to explain the impact of the program ‘*for whom, to what extent, and in what circumstances?*’
- Your data should tell the story of how a program’s activities have met its goals and fulfills its intended purpose.
- Does every indicator connect to the overall objective of the program, and to the priority goal or focus area?



Output and Outcome Indicators

- **Output Indicators**
 - Outputs measure how much you did and how well you did it
 - Measure the quantity and quality of services provided
- **Outcome Indicators**
 - Outcomes measures if anyone is better off, or in the case of system level programs, whether or not the key desired goal has occurred
 - Measure the broader results achieved through provision of services at the program or project level.



Common, Standard and Custom Indicators

- **Common Indicators**
 - The indicators are for all programs funded under the priority goal.
 - Complete these indicators and provide any additional information noted.
- **Standard and Custom Indicators**
 - You may provide indicators in addition to the common indicators.
 - You can choose from our list of standardized indicators
 - You can opt to use custom indicators if your program does not align with the standard indicators



Measure Program Impact

COMMUNITY INDICATOR OF FOCUS AREA

A measure which helps quantify the achievement of a priority goal.

e.g., *By 2023, the proportion of children not ready for school will fall by 20%*

PRIORITY GOAL

A condition of well-being for children, adults, families or communities.

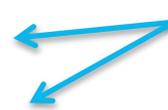
e.g., *Decrease the proportion of children not ready for school*

PROGRAM INDICATOR

A measure of how well a program, agency or strategy is working.

Three Questions:

1. How much did we do?
2. How well did we do it?
3. Is anyone better off?



Outputs

Outcomes= Client Results

POPULATION
ACCOUNTABILITY

PROGRAM
ACCOUNTABILITY



Critical Hours Priority Goal

Priority Goal: Engaged and active children and youth

Purpose: The rates of failure to graduate are higher than City average in the catchment area. This program helps youth reach their full potential to break the cycle of poverty.

Example of Common Indicator:

- Increase in children practicing prosocial behaviors

Increase in children practicing prosocial behaviors. Agency should provide examples of types of behaviors practiced.

Ex. The CANS (Child and Adolescent Needs and Strengths) tool was completed twice a year and 68% of participants surveyed had improved pro social behaviour (i.e. peer relations, leadership skills, bullying, etc.)



Critical Hours Priority Goal (cont'd)

Purpose: The rates of failure to graduate are higher than City average in the catchment area. This program helps youth reach their full potential to break the cycle of poverty.

Example of a Standard Indicator:

- Middle/high school youth served who earn passing grades in core subject areas

Students who earn passing grades in core subject areas e.g. language arts, math, science, and social studies.

Ex. 96% of participants obtained 16 credits by completion of Grade 10



Successful Aging Priority Goal

Priority Goal: To improve the well-being of seniors by reducing the factors that lead to isolation & vulnerability while respecting their independence

Purpose: There are over 10,000 seniors in Ottawa living in isolation who do not have access to programs and services. Providing information sessions delivered by phone to seniors is cost effective, removes barriers to isolation and has a broad reach.

Example of Common Indicator:

- Clients report improved feelings of well-being

Overall physical, health, mental, social and emotional well-being of senior participants improves by self-report.

Ex. A survey administered twice during the program showed that 87% of respondents reported improved feelings of well-being since initial assessment.



Successful Aging Priority Goal (cont'd)

Purpose: There are over 10,000 seniors in Ottawa living in isolation who do not have access to programs and services. Providing information sessions delivered by phone to seniors is cost effective, removes barriers to isolation and has a broad reach.

Example of a Standard Indicator:

- Clients participating in outreach programs from their homes

Number of clients participating in outreach / services that are provided in their home either in person or using technology

Ex. 125 seniors were participating in outreach programs and services from their home over the telephone



Beginnings and Transitions

Priority Goal: Community members have access to literacy and skills development to improve employment and overcome health barriers

Purpose: Residents in rural areas have limited access to employment services, educational programs and financial literacy.

Example of Common Indicator:

- People employed as a result of this program

The number of people who became employed as a result of this project / program (annually). Employment must adhere to Ontario Labour Standards i.e. minimum wage or greater, health and safety standards, etc.

Ex. 38 persons with a disability gained competitive employment



Beginnings and Transitions

Purpose: Residents in rural areas have limited access to employment services, educational programs and financial literacy.

Example of a Standard Indicator:

- Work hours of generated by Agency's social enterprise

Refers to the total number of paid hours of work for clients created by the Agency's social enterprises during the year (excluding program staff)

Ex. 13750 work hours accumulated for all employed clients within the reporting year



Agency Capacity Building Priority Goal

Goal Statement:

Strengthening organizations so they have a greater capacity to meet community needs and change more lives.

Note: This funding is not intended for agencies to build up their own capacity. It is for agencies with capacity building **expertise** to build capacity in the **sector** (other agencies or coalitions), either as a capacity building organization, or as a coalition / partnership seeking to build capacity for their group that is aligned to one or more of our priority goals.



Agency Capacity Building Priority Goal

The proposals need to demonstrate building one or more of the following organizational capacity areas to address community needs and achieve priority goals:

- Programmatic Capacity
- Resource Development Capacity
- Networking/partnership/coalition capacity
- Internal Operations and Management Capacity
- Research and Evaluation Capacity



Agency Capacity Building Priority Goal

Common Outcome Program Indicators:

1. **Internal Operations & Management Capacity** is improved
2. One or more **collective impact pillars** has advanced or improved
3. Supported programs **increase beneficiaries served** as a result of capacity building
4. Increased **ability to lead research** in support of priority goals
5. Supported agencies are able to **leverage additional resources** (cash) to support priority goals

Program Evaluation Resources



1. **The Common Approach**
<https://www.commonapproach.org/>
2. **Better Evaluation**
<https://www.betterevaluation.org/>
3. **Clear Impact**
<https://clearimpact.com/solutions/results-based-accountability-resource-library/>
4. **How to Create a Program Evaluation for Your Non-Profit**
<https://www.coursera.org/projects/program-evaluation-non-profit>



Ottawa: Minimum investments of \$15,000

Lanark, Renfrew, Prescott-Russell: No minimum amount

- Maximizes the impact of dollars invested
- There is a similar level of management required, for all programs supported
- Assessors will have some decision making flexibility



Other Types of Investment

- 1) Local Love in a Global Crisis
- 2) Community-Wide Initiatives
- 3) Strategic Investments
- 4) Donor Directed Investments
- 5) Testamentary Funds
- 6) Community Action Grants

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