



**United Way**  
East Ontario

# Information Session

**Call for Proposals**

December 4, 2024

**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) United Way East Ontario Overview
- 3) 2025 Call for Proposals Information



## 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



Investing in Programs & Initiatives



Research & Evaluation



Resource Development



## Other Types of Investment

- 1) Community-Wide Initiatives
- 2) Strategic Investments
- 3) Donor Directed Investments
- 4) Tomorrow Fund
- 5) Community Action Grants
  - Women United
  - PCL – Hard Hat Heroes



## Collaboration with Indigenous Peoples

First Nations, Inuit, and Métis people

## Equity Deserving Groups

- 2SLGBTQIA+
- Francophones
- Minority Language Populations
- New Canadians, Immigrants, and Refugees
- People Living in Poverty
- People with Disabilities
- Racialized Groups
- Rural Communities
- Vulnerable Seniors and Caregivers
- Women and Girls





## Investments Allocated in 2024/2025

<b>Healthy People Strong Communities</b>	<b>\$1.7M</b>	<b>37 programs</b>
<b>All that Kids Can Be</b>	<b>\$1.3M</b>	<b>27 programs</b>
<b>Poverty to Possibility</b>	<b>\$435k</b>	<b>11 programs</b>

*\*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) **or** be a First Nations Band designated as a qualified donee by Canada Revenue Agency (CRA) **or** a registered nonprofit organization
- Applicant must maintain a volunteer board that meets regularly.
- Applicant must host an Annual General Meeting.
- The applicant must carry sufficient liability insurance (at least \$2 million) to cover the program/project seeking United Way funding.
- Applicant must provide financial statements that have been audited by a licensed public accountant.\*

*\* Agencies with revenues under \$250,000 may submit reviewed statements in lieu of audited statements. Reviewed statements should also come from a licensed public accountant.*



## New: Non-profit Applicants

- As of the 2025 Call for Proposals, non-profit organizations who are not registered charities may apply for funding directly from UWEO and do not require a sponsor if they meet the other criteria outlined below.
- Non-profits which are not a registered charity may only receive a maximum of \$50,000 annually. If a non-profit's funding from UWEO is larger than \$50,000 annually, a charitable sponsor will be required.
- Applicants must provide details of how the agency has worked with United Way East Ontario (e.g. funded through other funding streams, participated on network tables, etc.).
- The program, project or initiative applied for **must** be aligned with UWEO's Mission.



## 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.



## 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 program, project or initiative applied for **must** be aligned with UWEO's Mission.
- The proposal submitted by the applicant must clearly support stated Strategic Priority/Focus Area.
- The applicant (or sponsor, in the case of sponsored applicants) must be financially solvent.
- **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\*

*\*Funds may not be used as wage subsidies or other stipends to incentivize program participants*





## Eligibility Checklist Documents

- 1) Most recent audited financial statements or reviewed financial statements
- 2) Current list of Board members
- 3) Two most recent Annual General Meeting minutes (latest minutes must show approval of previous minutes)
- 4) Current fiscal year organizational budget (unaudited)
- 5) Proof of sufficient liability insurance



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# Focus Areas – Prescott-Russell, Renfrew, and Multi-Community



All That Kids Can Be



From Poverty to Possibility



Healthy People, Strong  
Communities

# Strategic Priorities



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

# Strategic Priorities



<b>Employment for Newcomers*</b>	Improve employment & labour market outcomes for newcomers
<b>People with Disabilities*</b>	Improve employment & labour market outcomes for people with disabilities
<b>Beginnings and Transitions**</b>	Community members have access to literacy and skills development to improve employment and overcome health barriers

\*Ottawa only

\*\*Lanark only



## Agency Capacity Building Strategic Priority

### 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 strategic priorities.



## Agency Capacity Building Strategic Priority

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

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



## Key Points

- All applications must be submitted in Survey Monkey Apply
- Greatest needs-greatest impact based investment decisions (region-wide)
- Coalitions, social enterprises and Collective Impact initiatives
- Budget requires narrative explanation
- Submitting one proposal per strategic priority per target population
- Additional details available in the portal via the information pages
- Only one application is needed for multi-community programs





## Investment Committee

- Investment Committee (IC) will lead the assessment process supported by 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



## Assessment Process

- UWEO staff assess eligibility
- Financial Analyst Volunteers review document checklist and assess financial risk



## Assessment Process

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



## Application Sections

- Project Overview
- Program/Project Information
- Alignment to United Way Objectives
- Organizational Information
- Evidence-Based Approach and Evaluation Plan
- Annual Project/Program Budget

# 2025 Call for Proposals Timeline



ACTIVITY	DATE/TIMELINE
Agency Information Sessions	December 4, 2024
CFP Launch and Deadline	January 13, 2025 – February 21, 2025
Info Session: Application and Performance Measurement 101	Week of January 13 <sup>th</sup> , 2025
Assessment Review	February 24 – April 25, 2025
Corporate Oversight Committee – Presentation of Recommendations for Approval	April 2025, exact date TBD
Notification to Agencies	By May 1, 2025
Funding cycle begins	July 1st, 2025



## Call for Proposals Support

- **Information on United Way East Ontario website**
  - <https://www.unitedwayeo.ca/agencies/>
- **Contact for questions and support**
  - **Phone:** 613-683-3861
  - **Email:** [agencyinfo@unitedwayeo.ca](mailto:agencyinfo@unitedwayeo.ca)
- **Survey Monkey Apply**
  - <https://unitedwayeo.smapply.ca>



**Questions?**