



United Way
East Ontario

Information Session

Call for Proposals

December 9, 2025

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

Land Acknowledgement



United Way East Ontario operates on the traditional, unceded territory of the Algonquin Anishinaabe Nation. We recognize and honour their enduring stewardship of these lands and waters—now known as East Ontario—and their leadership in preserving them for future generations.

We also acknowledge that this region is home to many diverse First Nations, Inuit, and Métis peoples, whose histories, cultures, and resilience continue to shape our communities. Moving forward, we remain committed centering Indigenous wisdom, teachings, and self-determination in our work. We understand that reconciliation is an ongoing journey—one that requires active listening, ethical partnerships, and a dedication to truth, equity, and mutual care.

Agenda



- 1) Welcome & Introductions
- 2) United Way East Ontario Overview
- 3) 2026 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

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

Using an Equity Lens to Address Our Issues



Collaboration with Indigenous Peoples

First Nations, Inuit, and Métis people

Equity Deserving Groups

- | | | |
|--|---|---|
| <ul style="list-style-type: none">• 2SLGBTQIA+• Francophones• Minority Language Populations• Minority Faith Communities | <ul style="list-style-type: none">• New Canadians, Immigrants, and Refugees• People Living in Poverty• People with Disabilities• Racialized Groups | <ul style="list-style-type: none">• Rural Communities• Vulnerable Seniors and Caregivers• Women and Girls |
|--|---|---|

Investments Allocated in 2025/2026



Healthy People Strong Communities	\$1.37M	33 programs
All that Kids Can Be	\$1.45M	29 programs
Poverty to Possibility	\$449k	9 programs

**UWEO does not know the amount of funding available until after the submission deadline. The above total investments are subject 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.*

Non-profit Applicants



- As of the 2025 Call for Proposals, non-profit organizations who are not registered charities have been able to apply for funding directly from UWEO and do not require a sponsor if they meet the other criteria outlined.
- 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.
- 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, budget deficits, and/or the creation or building of organization's reserves
- 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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Important Update for 2026



All programs, regardless of catchment area will apply to a strategic priority.

In previous years, some programs applied to a strategic priority and others applied to the focus area, depending on their location. This change streamlines the application process for agencies as well as assessors.

Strategic Priorities



School Readiness	Healthy and resilient children ready to learn
Critical Hours	Engaged and active children and youth
Youth Homelessness	Youth housing needs are met
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
Crisis Support	Ensure people in crisis have access to coordinated and immediate supports

Strategic Priorities



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

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

2026 Call for Proposals Timeline



ACTIVITY	DATE/TIMELINE
Agency Information Sessions	December 9 th and 11 th , 2025
CFP Launch and Deadline	January 13, 2026 – February 23, 2026
Info Session: Application and Performance Measurement 101	January 14 th and 15 th , 2026
Assessment Review	February 24 – April 25, 2026
Corporate Oversight Committee – Presentation of Recommendations for Approval	April 2026, exact date TBD
Notification to Agencies	By May 1, 2026
Funding cycle begins	July 1st, 2026

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
- **Survey Monkey Apply**
 - <https://unitedwayeo.smapply.ca>



Questions?