

United Way of the Crossroads – Grant Application Frequently Asked Questions (FAQs)

1. What is the difference between the organization and program information sections?

Organization information should encompass your full agency while program information should be specific to the program for which you are applying for United Way of the Crossroad funding.

Some organizations have more than one program and ask for United Way funding for only one of their programs, or they ask for UWC funds to go to a specific geographic region that they serve. This more specific information should be noted under the “3. Program Information” section.

If you are an organization who is applying for matching funds or general operating expenses, you are still asking for UWC funds to go toward doing something specific at your organization- please identify that in “3. Program Information” where it asks for the Program Name.

2. How do I know what to select as the United Way of the Crossroads Funding Priority Area?

If your grant request primarily impacts kids or teens, then you will select “Education/ Youth Success.”

If your grant request increases health by providing supplemental food or specialized healthcare or healthcare supports, you will select “Health.”

If your grant request assists individuals and/or families in finding, obtaining, or keeping housing or reduces their monthly household costs through financial assistance, case management, or supports then you will select “Financial Stability.”

If you strongly feel that your organization impacts more than one of these areas, select multiple categories and our staff will reach out to you to clarify which presentation day you should attend.

3. Notice for the entirety of the “Program Narrative” section:

It is extremely important to paint a clear, explicit picture of:

- What your organization does.
- Why it does it.
- How the program you are requesting funding for works.
- Who it serves.

Our community investment committees are ever-changing. This is one of the ways that our large partners (e.g., DOW, Caterpillar, Holt Cat) enable newer leadership to step up and learn about the community. We try very hard to have a diverse group of grant reviewers that is nearly half seasoned committee members and half members who are new. Please do not assume the reviewer knows the

ins-and-outs of your organization or why it is important to the community. Most of the grant reading and reviewing happens on their own time before the grant presentations. We want to be sure they do not have unresolved questions about who you are and what you do when they are sitting in the presentation room with you.

P2. Community Needs & Implementation

Advice on Question 2

Discuss collaborations, if any, with other community organizations. Please list collaborating organizations who actively work closely with you and give a brief description of how you partner. There's no need to list every organization you might refer out to.

P4. Evaluation

The difference between Question 1 and Question 2

Question 1: What is the expected measurable impact of the project?

Question 2: What outcomes (changes caused by the program) will classify the program a success?

Here, "Impact" in Question 1 is referring to what you are ultimately trying to achieve in the community or the end state you want your client to be in. These issues will generally have a quantifier attached to it like "reduce," "increase," or "sustain." For a brand-new program, it may say something like "create" or implement."

Examples:

- reduce hunger in school age children
- reduce loneliness and malnutrition in senior adults
- increase financial self-sufficiency for families exiting homelessness
- sustain long-term sobriety
- implement curriculum about child-abuse reporting

The "Outcomes" in Question 2 are the goal you are shooting for by implementing your program- the "yard stick" you are measuring with. This should indicate a status change or maintained for your clients because they participated in your program. You may use the Impact Indicators that you turn into United Way of the Crossroads every 6 months if you are an already funded partner.

Examples:

- 95% of weekend meal participants report "rarely" or "never" being hungry during school year 2022-2023.
- 80% of senior clients follow state nutrition guidelines
- 70% of clients report feeling prepared for monthly financial responsibilities
- 80% of clients report being substance-free 6 months post-program

- 35 community members were trained in proper child-abuse reporting procedures (100% increase from last year.)

Question 5: Please share a success story.

Make sure you write a different success story from last year. As noted earlier, about half of the grant reviewers participated in this process last year and they remember!

P5. Diversity, Equity, Inclusion, and Accessibility (DEIA)—

The difference between Question 1 and Question 2:

Question 1: Describe your agency's experience with, and/or plans for, promoting diversity, equity, and inclusion within your organization. This can include your Board of Directors, agency staff and leadership, and volunteers.

Question 2: Explain how your agency works to ensure diversity among your clients, seeks equitable outcomes for your clients, and is fully inclusive in your service delivery.

Question 1 primarily focuses on your organization's internal efforts to be diverse, equitable, inclusive and accessible, whereas Question 2 wants you to explain how your organization heeds diversity, equity, inclusion, and accessibility when thinking externally, specifically toward clients.

We understand that you may serve anyone who walks through your door, but how do you make sure that your marketing or ads show that to be true to potential clients? How do you ensure that all clients receive equitable treatment once they are there? Are there policies or trainings in place to reduce implicit bias?

24-25 Applicant Financial Data worksheet

Most nuances of these worksheets are touched on in the 24-25 UWC Grant Application Instructions which are posted on our website at www.unitedwaycrossroads.org.

If you need further assistance with filling out this document please send an email to me at bethany@unitedwaycrossroads.org so we can set an appointment for a virtual call.