



Char-Em United Way

2350 Mitchell Park Dr., #8
P. O. Box 1701
Petoskey, Michigan 49770

Phone: 231.487.1006
Fax: 231.487.0795
Email: info@charemunitedway.org

December 16, 2011

To Our Community Partners,

Thank you for your interest in applying for funds from Char-Em United Way (CEUW). I find this to be the most satisfying part of my job – investing in the success of our partners and learning more about the wonderful programs you provide to meet critical human needs in our community.

Please review our funding priorities and eligibility criteria. If the project for which you are seeking funding meets these guidelines and you wish to apply for United Way funding, please submit a very short Letter of Intent by 5 p.m. **January 13**. The CEUW Allocations Committee will review these letters and invite eligible agencies to submit full applications.

You will note that we are asking you to clearly identify the outcomes of the program for which you are seeking funding. CEUW is focusing on measuring results in programs and sharing our priorities with the community more effectively. We have set three priority funding areas, as well as priority outcomes for each, and will be making investments in promising programs which address these priorities.

With the increased need in our community for health and human services and with limited dollars available, United Way's Board of Directors must ensure that our Community Investment Allocations are being made as wisely as possible. And our investors (donors) want to know that we are making the greatest possible impact in the areas of need identified by our community.

If you are invited to submit a full application you will note that we are asking for less information about your agency and more about the program for which you are seeking funding. You will be asked to specify clearly the anticipated outcome of your program --- what you are attempting to do, why there is a need for it, the expected outcome, and how you will know if you have achieved this outcome. As much as possible, this information should be quantified. Please note, we understand that you are small agencies with limited resources, so we are not asking you for professional program evaluations, but we will need some relevant data on how your program will make a difference. You may be required to attend a technical assistance session at which we can assist you in crafting meaningful and measurable objectives.

As in the past, prior funding by United Way does not guarantee funding in any subsequent year. This is an annual, competitive granting process.

If you have questions, please feel free to contact me via the phone or email above. Thank you again for your interest in partnering with United Way in meeting our community needs and for all you do to make our community a better place.

Martha Lancaster
Martha Lancaster
Executive Director

**Char-Em United Way
2012 Community Investment Allocation
ELIGIBILITY AND APPLICATION GUIDELINES**

ELIGIBILITY TO APPLY

- ❖ Agencies/organizations providing health and human service programs
- ❖ Agencies/organizations that provide services in Charlevoix and/or Emmet Counties
- ❖ Non-profit organizations – 501 (c) 3 status or other
- ❖ We will consider applications for funding programs of schools and governmental organizations, as long as they are specific and discreet programs/projects and not covered by tax funds.
- ❖ We will fund new or existing programs, as long as they meet our criteria.

WHAT WE DO NOT FUND

- ❖ Political campaigns
- ❖ Sectarian programs (we will fund a program of a religious organization as long as the program doesn't include religious content and is open to all)
- ❖ Loan payments or deficit spending
- ❖ Services normally supported by tax dollars
- ❖ Capital campaigns for buildings, etc. We will fund program-related equipment.

PROGRAMS MORE LIKELY TO BE FUNDED WILL:

- ❖ Address identified and/or emerging community health and human service needs
- ❖ Benefit a significant number of people
- ❖ Deliver services efficiently and cost-effectively
- ❖ Encourage self-reliance
- ❖ Focus on prevention
- ❖ Avoid duplication of services
- ❖ Enhance cooperation and collaboration among organizations

TIMELINE

December 12	Publicize opportunity to submit a Letter of Intent to apply for funding.
January 13	Letters of Intent due
Late January	Allocations Committee reviews and invites agencies to submit full application
Early March	Applications due
Mid April	Citizen Review Panels review applications. Agency Presentations. Site Visits.
Early May	Board Allocation meeting. Review recommendations of CRP. Make Allocations.
June	Funds distributed at Celebration Breakfast

FUNDING PRIORITIES FOR 2012

Our three funding priorities and related outcomes are listed below. We will consider applications for programs that meet any of the following. Please note: Funding is provided for specific programs, not overall operations. (For very small agencies with only one program, that agency is eligible for funding if it meets our priorities.)

EDUCATION –

Description: Helping children and youth achieve their potential.

Priority Outcomes:

- Children enter school developmentally on track in terms of literacy and social, emotional, and intellectual skills.
- Young people graduate from high school.
- Youth develop life and work skills to help them make a successful transition from high school to adulthood.

INCOME –

Description: Helping families become financial stable and independent, while ensuring that basic needs are met.

Priority Outcomes:

- Families have support for basic needs, including shelter and food.
- Youth and adults develop financial literacy skills.
- Lower-income families move toward financial stability.
- Community members have resources to overcome disasters and emotional or financial crises.

HEALTH –

Description: Improving people's health.

Priority Outcomes:

- Community members have access to basic and preventative health services.
- Youth and adults are healthy and avoid risky behaviors.
- Seniors and people with disabilities maximize their self-sufficiency.