United Way of Cass-Clay
Emerging Initiatives Guideline & Process

Please read this guideline in full prior to submitting a request for funding to help ensure qualification and completion of the potential request.

1. Overview of Funding
United Way of Cass-Clay (United Way) improve lives by activating resources to solve complex community issues and create lasting social change throughout Cass County, ND and Clay County, MN.

United Way investments are primarily made through an annual community investment review process for 3-year grant cycles. Although, United Way recognizes the importance of having resources available in order to invest in innovative ideas and emerging initiatives. An emerging initiative could include, but is not limited to, pilot program, new programing, and/or expansion of existing program or service areas.

United Way will consider requests for emerging initiative funding on an ongoing basis. All requests must be in line with efforts to achieve our Bold Community Goals:

- Reduce Hunger and Homelessness
- Prepare Children to Succeed
- Help People Be Independent

Ultimately, these goals will collectively help to lift people out of poverty.

Check out our website for additional details on our investment strategies under each of our Bold Community Goals: https://unitedwaycassclay.org/bold-goals/

2. Eligibility
All applicants must meet and provide evidence if requested of the following requirements:

- Funding from this proposal will be used to serve residents of Cass County, North Dakota, and/or Clay County, Minnesota. Applicants who serve a larger geographic area (i.e. statewide) may apply but must ensure that funding will support activities in these two counties.
- Maintain eligibility as a public agency, including Indian tribes and nonprofit private organizations, both secular and faith-based, which serve individuals in Cass County, North Dakota, and/or Clay County, Minnesota. This requires that private nonprofit organizations obtain and maintain a 501(c)(3) status with the Internal Revenue Service.
- Be incorporated or chartered under appropriate local, state, or federal statutes.
- Abide by federal and state laws regarding anti-discrimination, equal opportunity, affirmative action, and anti-terrorism.
- Have an active, locally based, volunteer board of directors that meets regularly, makes policy decisions, and holds election of officers.
- Have an administrative structure with defined lines of responsibility, a mission statement, and bylaws.
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- Be financially stable and able to ensure appropriate stewardship of the funds entrusted, perform a regular budgeting process, and be able to submit IRS Form 990 and/or audited financial statements.
- Be willing to cooperate with collaborative partners and other organizations to meet collective goals and create measurable, lasting change for individuals in our community.
- Have current license, certification, and permits if applicable.
- Be able to demonstrate effectiveness of programs and services through measurable outcomes.

Per our guidelines, United Way does not fund the following agencies or activities:
- Fraternal organizations, merchant associations, chamber memberships or programs, or 501(c)(4) or (6) organizations
- Section 509(a)(3) – Type III supporting organizations
- Private foundations
- Endowments or memorial campaigns
- Capital campaigns
- Fundraising events or sponsorships
- Programs operated by religious organizations for religious purposes
- Political organizations or organizations designed primarily to lobby
- Individuals, including those seeking scholarships or fellowship assistance
- Travel and related expenses including student trips and tours
- Deficit reduction
- Sporting events, organizations, or teams

3. Request Process
Eligible applicants are encouraged to submit a request for funding which aligns with United Way’s Bold Community Goals. In addition to strategic alignment, please note the following before submitting a request:
- Agencies are eligible to receive emerging initiative funding one time per calendar year.
- Requests for funding will be available on a rolling basis throughout the calendar year, based on available annual budget.
- Post funding report must be submitting no more than 30 days after the conclusion of funding.

To submit a request for emerging initiatives funding, applicants meet with United Way Staff. Please reach out to our team to schedule time to discuss your proposal and need for funding:
- Thomas Hill at thill@unitedwaycassclay.org or 701-532-4604
- Ahmed Shiil at ashiil@unitedwaycassclay.org or 701-532-4609

Following an initial meeting, you will receive login information to submit the online request for funding. Once the applicant has received access to the online request for funding, the request must be submitted in full within 30 calendar days to be considered for funding. Through the online request for funding, the applicant must submit the following items:
- Description of organization (including contact information and mission statement)
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- Description of request (including program description, specific need for programing, how funding would be used, and reasoning for specific amount being requested)
- Description of implementation and evidence based programming
- Description of clients being served
- Demographic information of clients (including client age, gender identity, income, poverty level breakdown, race/ethnicity, and residency)
- Program performance measures and description of data collection process
- Program Budget (Requests to expand a current program will be asked to submit most recently completed budget as well)

In the email containing login information to submit the online request for funding, a full guide will be provided with details on how to complete the request through the online platform.

4. Request Approval Process
Through an annual budgeting process, United Way Board of Trustees approves the annual amount to be invested in potential emerging initiative requests. All requests submitted through the online platform will be reviewed by United Way staff to ensure all requested information has been received.

Following, United Way Vice President will review and approve or deny the request for funding, based on the level to which the request adheres to the strategic focus, eligibility guideline, and available budget. This decision will be presented to United Way Board of Trustees to inform them of the investment and expenditures with this line item.

Emerging initiative funds will typically be dispersed no later than 30 days following approval. Final funding disbursement date and reporting due date will be determined following approval of the request.

5. Agreement and Co-Branding Expectations
Following approval of funding, agencies will meet with United Way staff to review and sign a Memorandum of Agreement and review the Co-Branding Expectations. Please reach out to United Way if you would like to discuss agreement or expectations prior to applying for funding.

If you have any questions or would like to discuss this opportunity more, please contact anyone on our team at:

- Thomas Hill at thill@unitedwaycassclay.org or 701-532-4604
- Ahmed Shiil at ashiiil@unitedwaycassclay.org or 701-532-4609