



United Way of Cass-Clay Community Event Sponsorship 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) inspires and activates our community to improve lives.

United Way investments are primarily made through an annual community investment review process for 3-year grant cycles. In addition, on an ongoing basis United Way considers requests for community event sponsorships from currently funded community partners or other trusted local groups and organizations.

United Way will consider community event sponsorship requests for an event that is a part of or in addition to specific program efforts of an organization. All requests must be in line with efforts to achieve our Bold Goals:

- Prevent Hunger and Homelessness
- Prepare Children to Succeed
- Strengthen Families

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 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.

- 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 Goals. In addition to strategic alignment, please note the following before submitting a request:

- Funding requests larger than \$3,000 are generally not considered for community sponsorships.
- Community Event Sponsorship requests for funding must be submitted to United Way no later than 30 days prior to the event start date.
- Post funding report must be submitted no more than 30 days after the event or conclusion of the programming.

To submit a request for a community event sponsorship, applicants must send an email with intent to apply to Taylor Syvertson at tsyvertson@unitedwaycassclay.org.

Following the receipt of your email, United Way staff will send login information to submit the online request for funding, no later than 10 business days.

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)

- Description of request (including details of program or event, completion date, and how funds will be used)
- Description of clients being served
- Performance measures and description of data collection process
- Event budget

4. **Request Approval Process**

Through an annual budgeting process, United Way Board of Trustees approves the annual amount to be invested in potential community event sponsorship requests. All requests submitted through the online platform will be reviewed by United Way staff to ensure the requested information has been received.

Requests for funding will be approved based on the level to which the request is in line with our strategic focus, eligibility guidelines, 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.

Community event sponsorship funds will typically be disbursed no later than 30 days following approval, depending on the timing of the event. Final funding disbursement date and reporting due date will be determined following approval of the request.

5. **Branding & Marketing Expectations**

Following approval of funding, agencies funded through a community event sponsorship will agree to:

- Mention the event is funded in part by the United Way of Cass-Clay, leading up to the event, in all
 - Verbal presentations
 - Event signage
 - News and media releases
- Post about our partnership and tag a United Way of Cass-Clay social media channel. United Way of Cass-Clay social media handles are:
 - Facebook and LinkedIn: United Way of Cass-Clay
 - Twitter: @UnitedWayFargo
 - Instagram: @unitedwaycassclay
- Comply with all United Way branding guidelines (guidelines available upon request)

Please contact Taylor Syvertson at tsyvertson@unitedwaycassclay.org or 701-532-4604 if you have any questions or would like to discuss this opportunity.