



United Way of Cass-Clay Community Event Sponsorship Guidelines & Process

Please review this document in full before submitting a request. Doing so will help ensure your event is eligible and your request is complete.

1. Overview of Funding

United Way of Cass-Clay inspires and activates our community to improve lives.

In addition to our primary investment process for multi-year grants, United Way considers Community Event Sponsorship requests on a rolling basis from local nonprofit organizations and public agencies. These sponsorships are intended to support events that align with one or more of United Way's Bold Goals:

- **Prevent Hunger and Homelessness**
Increase access to food and housing for families and youth by supporting efforts that reduce hunger and prevent homelessness.
- **Prepare Children to Succeed**
Help children enter school ready to learn and support students in graduating with the tools they need for college, career, or life.
- **Strengthen Families**
Improve family stability by increasing access to employment, mental health services, and community resources.

We prioritize events that increase awareness of community issues, promote equity, and support long-term impact for individuals and families in Cass and Clay Counties—particularly those that serve primarily low-income, historically underserved, or marginalized populations.

2. Eligibility

Applicants must meet the following requirements and provide documentation upon request:

- Funding will serve residents of Cass County, ND and/or Clay County, MN
- Applicant is a public agency or a registered 501(c)(3) nonprofit in good standing
- Compliance with all applicable federal and state laws, including non-discrimination, equal opportunity, and anti-terrorism
- A local, volunteer board of directors that meets regularly and provides oversight
- A defined administrative structure, mission statement, and bylaws
- Financial stability and the ability to demonstrate responsible use of funds, including submission of IRS Form 990 or audited financials
- Possession of appropriate licenses, certifications, and permits, if applicable

United Way does not fund the following agencies or activities:

- Individuals, scholarships, or personal assistance
- Political or lobbying organizations



- Religious programs or activities that proselytize
- Fundraising events or general sponsorships
- Sporting events, teams, or organizations
- Travel, tours, or trip expenses
- Capital campaigns, memorials, or endowments
- Private foundations or 501(c)(4) or (c)(6) organizations
- Type III Section 509(a)(3) supporting organizations
- Efforts aimed at deficit reduction

3. Request Process

All Community Event Sponsorship requests must be submitted through our online platform, Submittable. Applications are accepted on a rolling basis and may be submitted at any time.

To access the form, visit <https://uwcc.submittable.com/submit> and select the Community Event Sponsorship application.

Please note the following:

- Funding is limited, and sponsorships awarded are \$3,000 or less.
- Requests must be submitted at least 6 weeks before the event date to allow time for review and payment
- A post-event report is required within 30 days of the event

The Submittable application will prompt you to provide:

- A description of your organization, including mission and contact information
- A description of your event, including the date, purpose, and how funds will be used
- Details about the individuals or communities being served
- A basic event budget

If others on your team need to assist in completing the request, Submittable allows you to invite collaborators to contribute directly within the application. View instructions for collaboration [here](#).

4. Request Approval Process

All submissions are reviewed by the United Way Community Impact Team and presented to United Way's Leadership Team.

Requests are evaluated based on alignment with United Way's Bold Goals, eligibility criteria, and available funds. If approved, payment is typically issued within 30 days of the approval date. Payment and reporting deadlines will be shared upon confirmation.

5. Shared Acknowledgment Requirements

If your request is approved, your organization agrees 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 approval)

Questions?

Please contact:

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