

2027 NOTICE OF FUNDING AVAILABILITY
INFORMATIONAL WEBINAR



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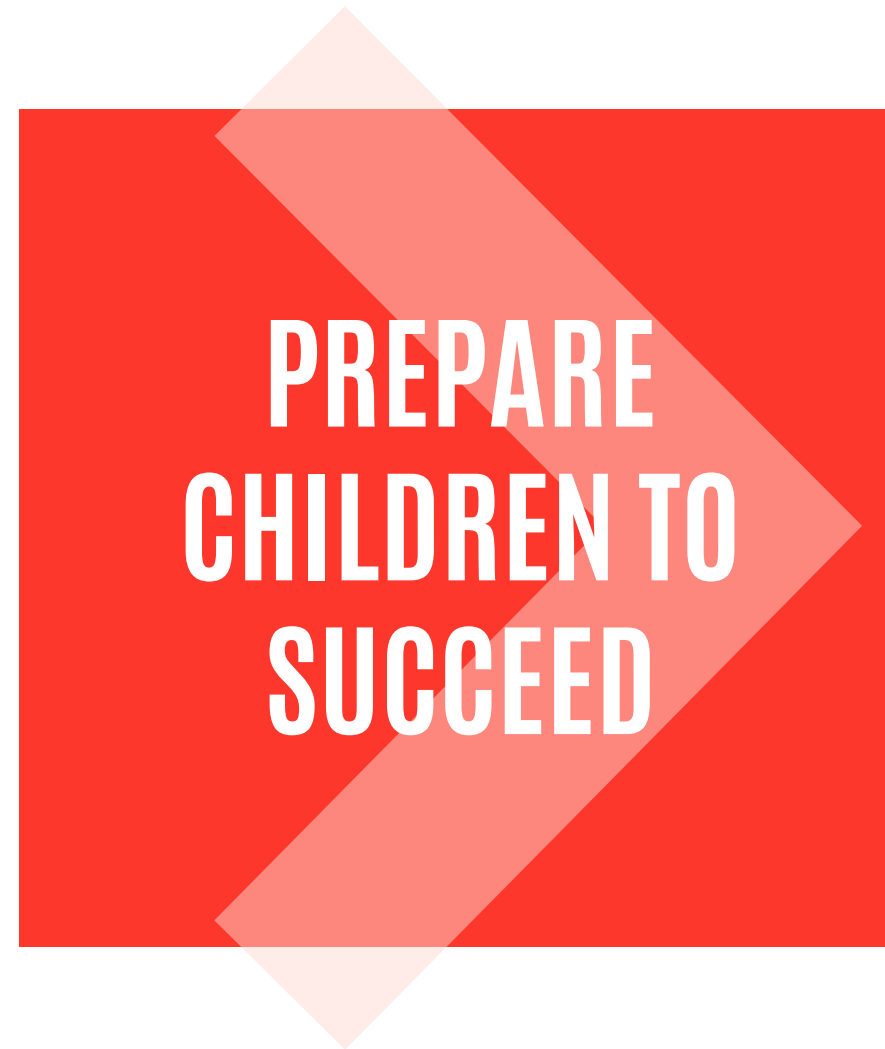
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Community Impact Grant Manager



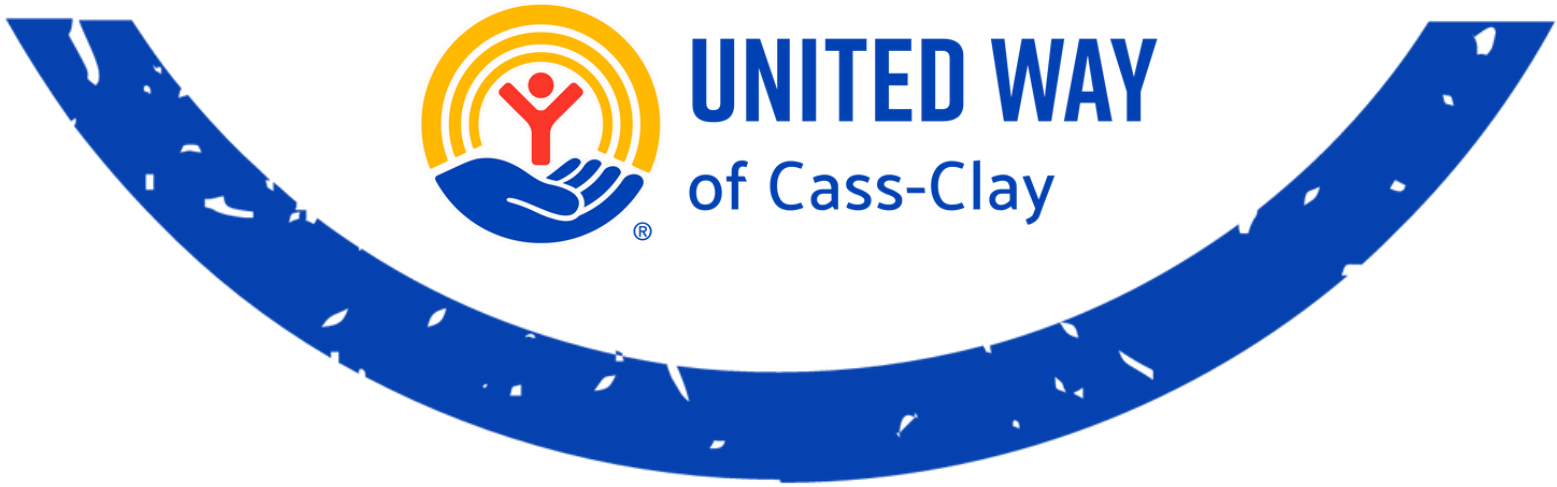
Agenda

- United Way of Cass-Clay Bold Goals
- What's Changed
- Why we invest in addressing Community Needs
- Eligibility
- Community Impact Agenda
- Application Tracks and Timeline
- How Decisions Are Made
- Partnership and Reporting
- Critical Dates and What's Ahead





VERIFIED IMPACT PARTNER
2026



2027 - 2029

Bold Goal Investments

Community Building

Long-term Solutions: Strategic, Cooperative, Outcome-Based Initiatives

75%

2027 - 2029 Multi-Year Investment, Measuring Outcomes and Outputs

2027 - 2029

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2027 - 2029 Multi-Year Investment, Measuring Outcomes and Outputs

Community Essentials

Short-term Solutions: Crisis Management, Basic Needs, Output-Based Programs

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Community Essentials

Short-term Solutions: Crisis Management, Basic Needs, Output-Based Programs

25%

Single Year Investment, Measuring Outputs

Single Year Investment, Measuring Outputs

Single Year Investment, Measuring Outputs

Annually

Annually

Annually

Investment Pathways

How Funding Is Structured

Community Building

Strategic, long-term partnerships that strengthen systems and create lasting pathways out of poverty.

Examples of programs that align with this investment pathway might include:

- Housing Stability & Prevention: Homelessness prevention, housing navigation, and supportive housing models.
- Early Childhood & Education: Expanding access, quality, and capacity of early childhood education while keeping care affordable for families; out-of-school programs, mentoring, and college or career readiness.
- Workforce Development and Family Stability: Workforce preparation, job training, and coordinated supports that strengthen long term economic stability for families.
- Community Health and Well Being: Integrated mental health, food security, and community health strategies that build family resilience and long term well being.

Operational Grant

Collaborative, long-term systems change

Length

3 years

Cycle Frequency

Every three years

Investment Pathways

How Funding Is Structured

Community Essentials

Safety-net services that ensure all families have access to the critical supports and resources they need today.

Examples of programs that align with this investment pathway might include:

- Basic Needs & Crisis Response: Food pantries, street outreach, emergency shelter, and 24/7 crisis navigation connecting families to critical supports.
- Access to Daily Essentials: Transportation assistance, child care scholarships, and rent or utility support.
- Immediate Stabilization Supports: Programs addressing hunger, shelter, safety, and short-term needs that help families regain stability.

Programmatic Grant

Short-term, meets immediate needs

Length

1 year

Cycle Frequency

Annual

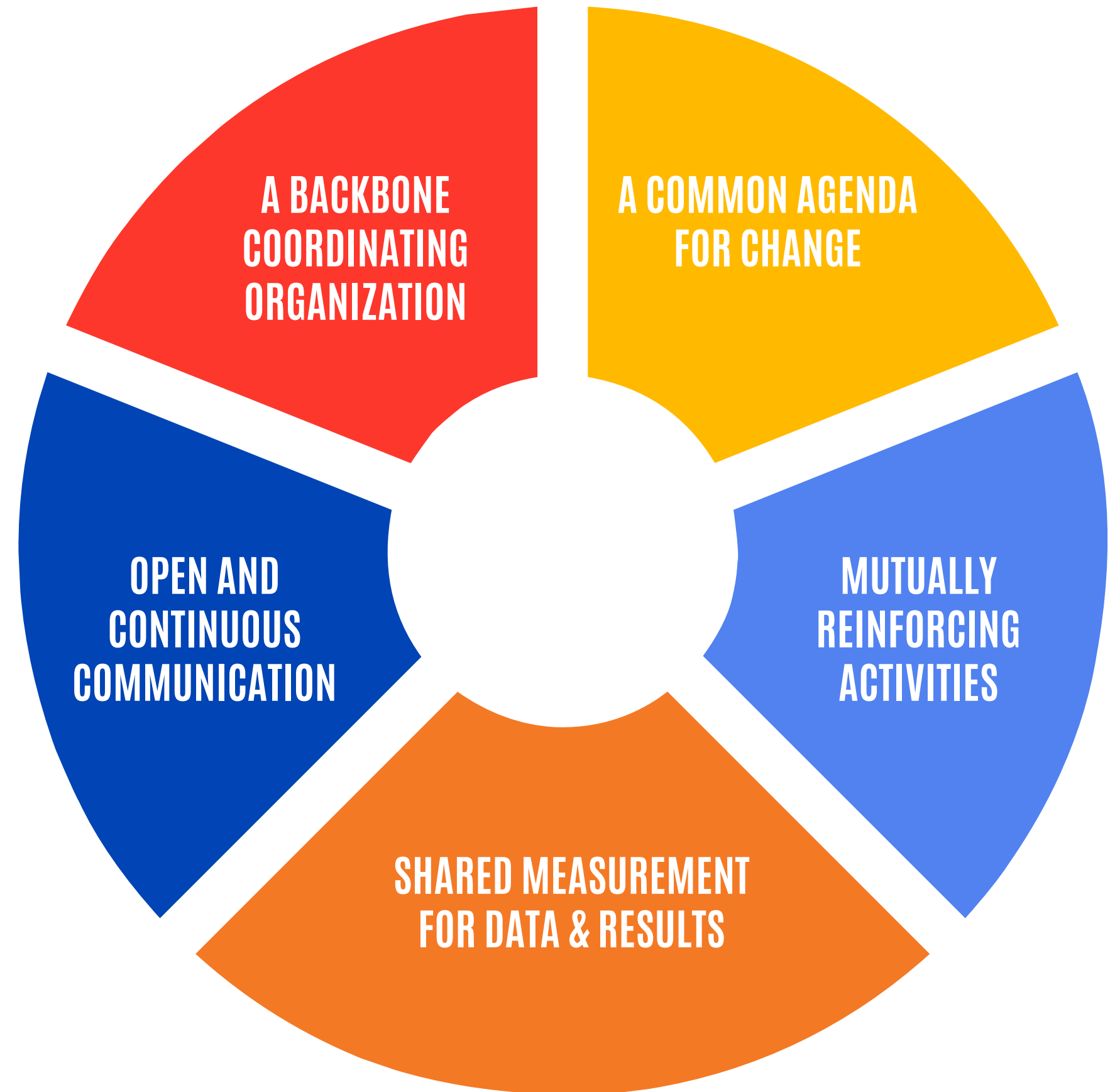
QUESTIONS?

PLEASE TYPE THEM IN THE CHAT BOX

Collective Impact

Big Challenges Require Shared Solutions

- No single program or organization can reduce poverty alone
- Families experience challenges across systems, not in silos
- Lasting change happens when partners align around shared goals
- United Way invests to strengthen coordination, not duplication
- Together, we create greater impact than any of us could alone



Eligibility Overview

Applicants must:

- Serve residents of Cass County ND and or Clay County MN
- Be a public agency or eligible nonprofit with active 501(c)(3) status or fiscal sponsor
- Be established, governed, and financially stable
- Comply with all applicable laws and regulations
- Demonstrate measurable program impact

United Way does not fund:

- Political or lobbying organizations or activities
- Fundraising events, capital campaigns, or endowments
- Individuals or scholarships
- Travel, deficit reduction, or sports related activities
- Private foundations or ineligible organization types

Full eligibility details are outlined in the NOFA.

Programmatic Threshold

Applicants must:

- Adheres to the core principles of low barriers to services, with the principles reflected in policy and procedure.
- Efforts leverage preventative, proactive, and upstream solutions.
- Alignment in target population
- Collaboration to encourage coverage and non-duplication
- Exhibit a **high-level of community cooperation** through participation in broader community initiatives, regular coalition engagement, and commitment to shared community goals.
- All applications must clearly define need and ability to measure impact.

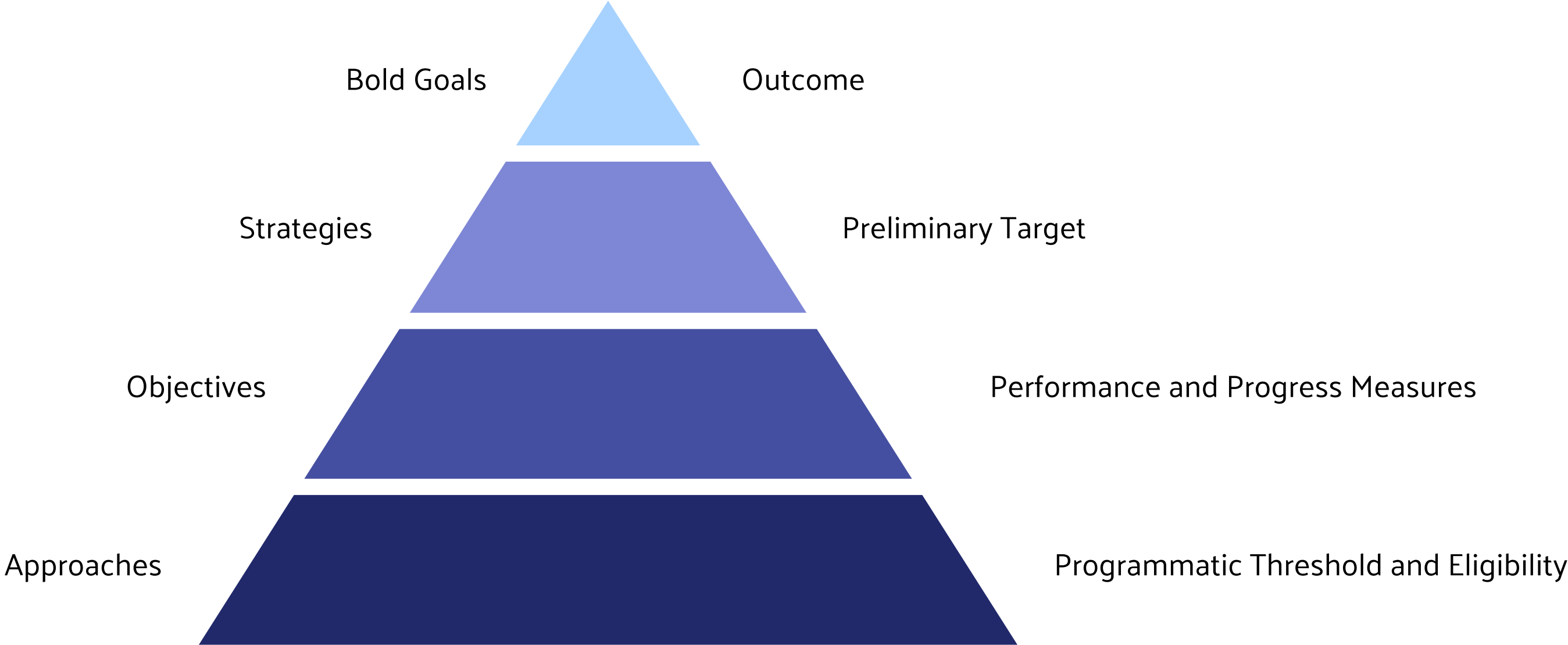
Additionally priority will be given to applications that, if appropriate, adhere to the core principles of:

- Two Generation (2Gen) approach
- Trauma-informed care
- Client-centered care

Community Impact Agenda

What We Are Working Toward Together

During the 2027-2029 investment timeline, we're seeking to achieve **collective impact** towards our Bold Goals.



Community Impact Agenda

Shared Definitions

OUTCOME

the state that we hope to achieve through long term investment in this focus area

OBJECTIVE

The program types and activities that will help us incrementally achieve the stated outcome. This is not comprehensive of all objectives, but provides guide posts to the types of programs we are seeking.

Community Impact Agenda

Shared Definitions

APPROACH

the philosophies, models, or frameworks that our United Way has prioritized as data driven best practices

PRELIMINARY TARGET

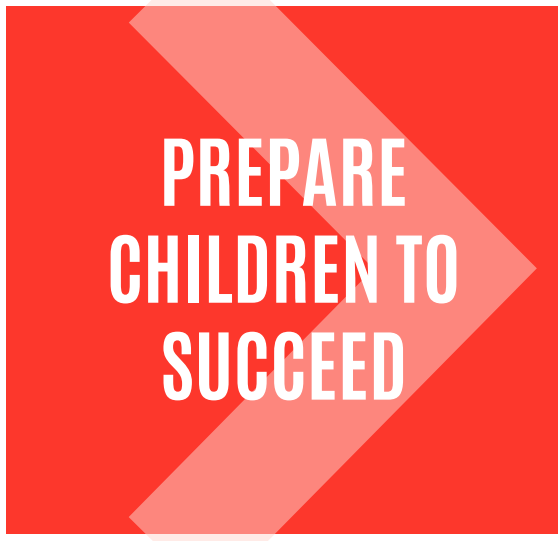
Based on the level of need in the community, we are working to invest in partnerships and programs that will help us reach this target. The target will be finalized once all partners have been selected.



**PREVENT HUNGER
& HOMELESSNESS**

Strategy 1: Prevent hunger for families and children through system-wide collaborative initiatives.

Strategy 2: Prevent homelessness for families and youth through system-wide collaborative initiatives.



**PREPARE
CHILDREN TO
SUCCEED**

Strategy 1: Prepare children for kindergarten socially, emotionally, and academically.

Strategy 2: Prepare students to graduate choice ready to continue their education or enter the workforce.



**STRENGTHEN
FAMILIES**

Strategy 1: Increase employment and income to improve financial stability.

Strategy 2: Increase family and social support to reduce barriers to access social, emotional, and mental health resources.

Community Impact Agenda

Bold Goal 1: Prevent Hunger & Homelessness

Outcome: All people have access to the food and housing solutions that meet their basic needs and ensure stability.

2027 Community Essentials Preliminary Target

- Distribute 3 million pounds of food with a focus on produce, medically and culturally appropriate foods and food programs supporting children
- Shorten emergency shelter stay (to appropriate levels based on guest demographics)
 - 75% of guests who exit are exiting into permanent housing solutions

2027-2029 Community Building Preliminary Target

- Decrease the inflow into homelessness by 10%
- Decrease food insecurity by 1%

Community Impact Agenda

Bold Goal 1: Prevent Hunger & Homelessness

Objectives:

- Increase co-located pantries and food distribution in schools, healthcare facilities, and community based settings
- Public benefit navigation and application assistance
- Homelessness prevention and diversion tactics
- Emergency shelter and supportive services
- Housing focused approaches providing rapid access to permanent housing and supportive services
- Legal support for tenants in eviction proceedings
- Rapid re-housing, transitional housing, and permanent supportive housing for targeted populations
- Street outreach
- Integration with mainstream resources for holistic support
- System coordination and cross-agency case management

Approaches we prioritize:

- Low-barrier and Housing Focused interventions and other research validated approaches to crisis intervention.
- Coordinated entry and homelessness response system collaboration is required for partnership.
- As it relates to hunger-relief, we prioritize:
 - Long term food security that emphasizes client choice, equity, nutrition and health
 - Client centered approaches to food distribution.

Community Impact Agenda

Bold Goal 2: Prepare Children to Succeed

Outcome: All children are set up for success throughout their school careers, with the ultimate goal of increasing their economic mobility through educational attainment, career exploration, and mentorship.

2027 Community Essentials Preliminary Target

- Provide 400 program scholarships to low-income and underserved families

2027-2029 Community Building Preliminary Target

- Increase availability of high-quality early learning spots for children by 500
- Sustain rate of 95% kindergarten readiness for all children exiting early learning programs into kindergarten
- 90% of students are meeting or exceeding academic benchmarks (literacy and math) and graduating choice ready

Community Impact Agenda

Bold Goal 2: Prepare Children to Succeed

Objectives:

- Expand access to affordable, high quality early learning and out of school time programs
- Develop systems to identify children at risk early and deliver timely, preventative supports
- Provide supplemental academic, developmental, and social supports
- Strengthen family engagement, home learning environments, and community connections
- Support students in meeting key benchmarks, including literacy, attendance, and graduation
- Advance quality standards and continuous improvement in out of school time programs
- Offer career exploration, mentoring, and work based learning opportunities
- Strengthen full service community schools and coordinated service delivery

Approaches we prioritize:

- High quality rated
- Embed supportive services or have strong cooperative relationships with other service providers.
- We emphasize the values of effective community schools that transform schools and learning environments into hubs for learning and holistic development.

As with all of our bold goals, we emphasize a two generation approach in Bold Goal 2.

Community Impact Agenda

Bold Goal 3: Strengthen Families

Outcome: Our community has systematically and incrementally decreased the rate of poverty and the social, emotional, and financial consequences of income instability while building family resilience.

2027 Community Essentials Preliminary Target

- Increase access to immediate care for 1,500 individuals
- 60% of families served report reduced barriers (as a result of increased access to crisis services that support immediate needs and a connection to appropriate services)

2027-2029 Community Building Preliminary Target

- 1,000 individuals gain new or better employment in in-demand fields
- 90% of families able to navigate necessary resources and supportive services to maintain employment or household stability
- Collectively benchmark and scale community vulnerability assessment for family resiliency

Community Impact Agenda

Bold Goal 3: Strengthen Families

Objectives:

- Crisis hotline and helplines
- Ensuring access to support services and preventative or protective factors that support long term mental well-being and social connectedness
- Ensuring access to counseling, therapeutic interventions, crisis management, and peer support
- Employment preparation and placement services o
Resume preparation, job search, and interview skill building
- Complementary social services to address external and personal barriers to employment
- Sector based workforce initiatives
- Industry specific training with basic skills development (reading, writing, math, soft skills, ESL)
- Occupation specific training for low-skilled individuals in high-growth industries with education and supports
- Work experience opportunities
- Social service integration (e.g. housing, disability, physical health, mental health, childcare, etc)

Approaches we prioritize:

- We also emphasize the need for access to “good jobs” that help to provide family sustaining wages or employment that creates economic stability and mobility.
- We prioritize partnerships across agencies and collaboration with employers, educational and training institutions.
- We continue to prioritize partnerships that enable better coordination of high-quality and well-timed services and are person-centered and trauma-informed.
 - focus on: identifying gaps in services or problems that are blocking equitable access to essential resources and services families in our community need to thrive.

QUESTIONS?

PLEASE TYPE THEM IN THE CHAT BOX

Evaluation & Selection

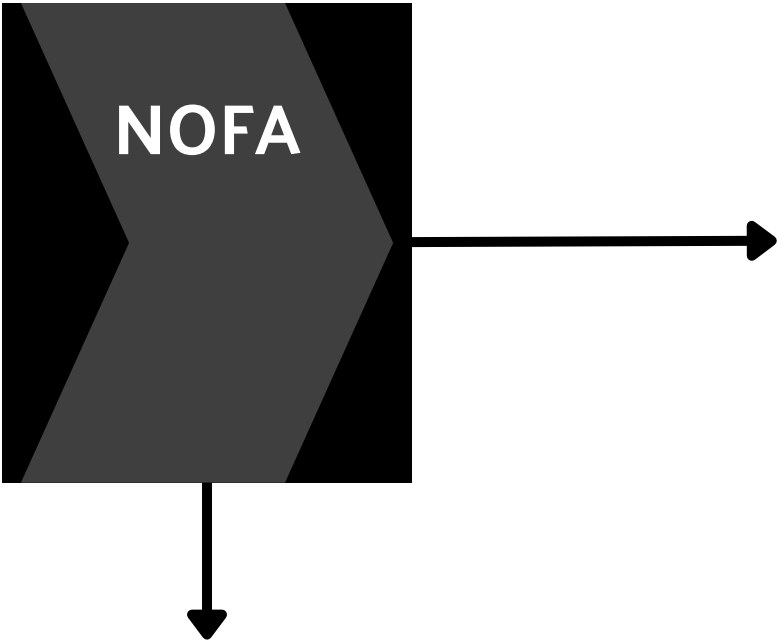
The Community Impact Investment Process guides how United Way invests in **programs that serve children and families experiencing poverty.**

It is a collaborative process that brings several groups together:

- Community Impact Review Panel
- Community Impact Committee
- Financial Reviewers
- Community Impact Team
- United Way President & CEO

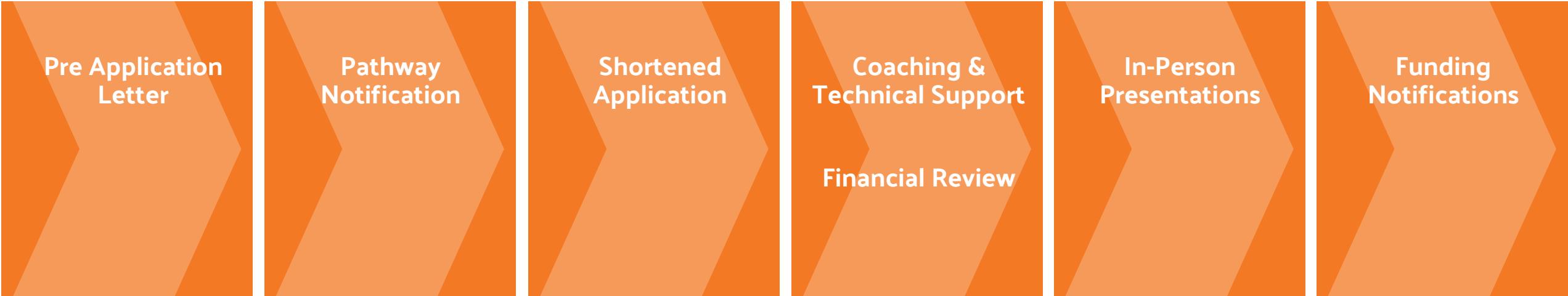
Together, these groups help make sure funds are directed to programs and strategies that make the biggest difference for families who face the greatest barriers.

Application Tracks



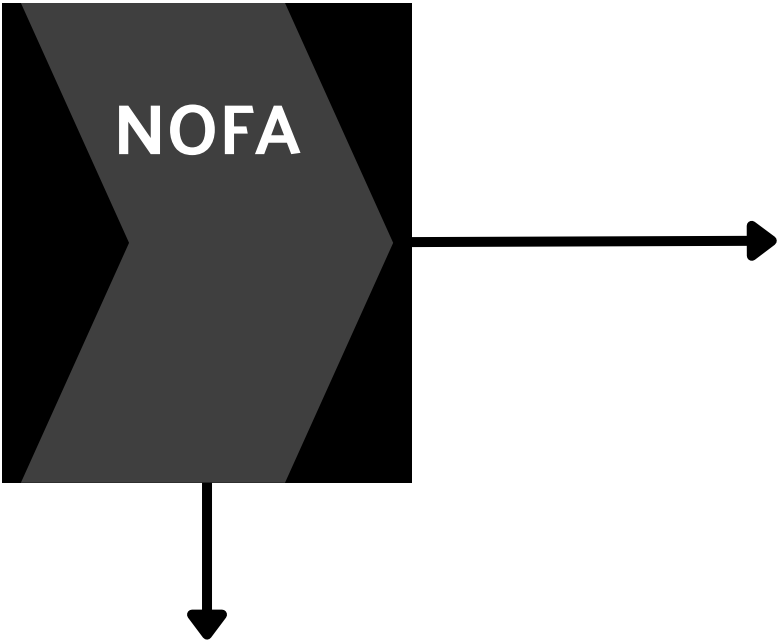
Track 2: New and Evolving Programs

Programs that are new or require additional development or alignment.



Jan 5, 2026 to June 2026

Application Tracks



Track 1: Established Programs

Current programs that are aligned and continuing as designed.



Feb 2, 2026 to June 2026

Track 2: New and Evolving Programs

Programs that are new or require additional development or alignment.



Jan 5, 2026 to June 2026

Application Timeline

DEC 2025	JAN 2026	FEB 2026	MAR 2026	APR 2026	MAY 2026	JUNE 2026
<p>December 8 NOFA released to current VIPs and pathway notices sent</p> <p>December 9 Public NOFA released</p> <p>December 16 Information Webinars</p>	<p>January 5 Community Investment opens for New Program Track</p> <p>New programs begin with a Pre Application Letter due January 25</p> <p>Select applicants invited to submit a full Application on January 30</p> <p><i>Current VIPs skip this phase</i></p>	<p>February 2 Applications open for both new programs and current VIPs</p> <p>February 22 Applications due</p> <p>Sign up for coaching sessions with United Way's Community Impact Team.</p> <p>Sign up for a presentation date and time.</p>	<p>Feedback and coaching sessions with applicants</p> <p>Financial review period</p> <p>Volunteer review panel training</p>	<p>April 6 – 24 Applicants will provide presentation of their application to the review panel</p>	<p>The Community Impact Committee develops recommendations for the Board of Trustees.</p>	<p>Board of Trustees will make final decision about investment</p> <p>Organizations will be notified of their funding status</p>

Reporting Expectations

All funded partners report twice per year and requirements vary by investment pathway.

All reporting includes:

- **Demographic information** to understand who is being served and equity of impact
- **Shared performance measures** aligned to Bold Goals and investment pathway
- **Program specific outcomes** demonstrating effectiveness
- **Annual impact story** highlighting lived experience and program impact

Community Essentials

- Focus on outputs
- Lighter mid year check in
- More detailed end of year report
- Emphasis on reach, access, and immediate impact

Community Building

- Focus on outputs and outcomes
- More robust reporting
- Emphasis on progress toward long term goals and systems change

Pre-Application Letter Guide

- Clear program overview
 - How would you describe your program and who you serve?
 - What need in the community does your program address?
- Collective impact alignment - Using the NOFA as your guide, describe:
 - How does your work align with the core principles and approaches outlined in the programmatic thresholds?
 - Does your work use a research-based model, promising practice, or community informed approach?
 - How do you partner, collaborate, or participate in broader community efforts?
 - Which Bold Goals, strategies, or targets does your proposed program clearly advance?
 - What makes your program effective or unique?
- Current community conditions
 - What conditions or shifts in the community are you observing that affect children and families today?
 - What signs or experiences are you seeing that help us understand the urgency or importance of this work?
- How you measure or plan to measure impact
 - How do you currently measure impact, or how would you measure it as your program grows?
 - Examples may include:
 - Outputs such as meals served, children enrolled, nights of shelter provided, or support hours delivered
 - Outcomes such as imp



Next Steps

Pre-Application Letter submission is open **January 5 - 25**

Full Application is open **February 2 - 22**

Application Support

United Way will accommodate individual requests for one-on-one meetings to review the Notice of Funding Availability and the application process. With any questions, please contact the Community Impact team at United Way of Cass-Clay.



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