

The United Way of Greater Moncton and Southeastern NB Region is an organization that works to create long-term, sustainable change that helps people improve their lives and results in stronger, more-resilient communities. We adopt a community building approach to improve conditions throughout Southeastern New Brunswick communities. Our efforts and investments demonstrate the following standards:

- Build on community strengths and assets;
- Ensure that the community leads and drives solutions;
- Support partnerships and collaborations – because no one individual or organization can do this alone;
- Align our work to support community impact goals;
- Measure and report on progress.

Eligibility

- All charitable non profit human service organizations in Southeastern NB (Kent, Westmorland and Albert Counties) are eligible to apply for United Way funding.
- Applications must demonstrate alignment with the United Way Principles and one of the United Way Focus Areas.
- Applications must have identified program, organizational or community outcomes with related indicators to track progress towards achieving the identified outcomes.

Checklist:

ORGANIZATION

- The organization is registered as a **charitable organization under the Canada Income Tax Act**.

BOARD OF DIRECTORS

- There is a duly elected voluntary Board of Directors that meets at regular intervals and keeps minutes of their proceedings.
- The Board of Directors makes effective use of human resources, both volunteer and staff.
- The Board of Directors makes policy decisions affecting all aspects of the organization's operation.
- The Board of Directors supports the organization in fundraising and giving of its time in other ways, as needed.

FINANCES

- A financial audit or review by a designated accountant (CA, CGA, CMA) is conducted annually which shows that its operations are in conformity with generally accepted accounting principles.
- The organization has an annual budgeting process and operates within the constraints of its board approved operating budget.
- The organization has other documented sources of revenue including community support through fundraising efforts.

PROJECTS

- Funding provided will be used to fund services, programs or operational expenses related to moving the mandate/mission of the organization forward in the Westmorland, Albert and/or Kent Counties.
- Funds will be provided for operational costs directly linked to the specific project, service or core operations being applied for – for example, salary, materials and supplies, etc.
- To be eligible, a program or identified work must start within six months of the intended start date identified in the application.

ORGANIZATIONS AND PROJECTS NOT ELIGIBLE FOR UNITED WAY FUNDING

- For profit agencies;
- Non-profit organizations sponsoring for-profit organizations;
- Organizations such as service clubs and foundations which act primarily as a funding source for other groups;
- Fundraising events;
- Organizations of political affiliation or for political activities;
- Faith organizations where the services/activities include the promotion or adherence to a faith, or whose services exclude members of the general public;
- Hospitals, clinic-based services or medical treatment programs;
- Financing of deficits; or financing portions of taxes.

Mission and Principles

Our Mission:

“To improve lives and build community by engaging individuals and mobilizing collective action.”

We are guided by the following principles:

- **Making a Measurable Difference**

United Way invests in initiatives that can demonstrate the difference the work makes.

- **Strength-Based Community Building**

Resources are recognized and distributed to build on skills, knowledge, abilities, qualities, characteristics and natural strengths shared by people in our community.

- **Capacity Building**

Expanding the skill sets that exist to increase knowledge and the ability of individuals and organizations to anticipate and respond to challenges, maximize opportunities and share these skills with others.

- **Flexibility**

United Way investments will be flexible, respecting the diversity of strengths and possibilities present in our community.

- **Collaboration**

By working together, we can accomplish much more than working alone.

- **Stewardship**

United Way is accountable to donors and the community to ensure that resources are distributed effectively and with integrity. United Way funded agencies are accountable for the funds they receive.

Focus Areas

The work of United Way is that of **community impact**: improving lives by mobilizing communities to create lasting changes in community conditions.

In order to achieve community impact, United Way of Greater Moncton and Southeastern NB Region has established **three focus areas**. These focus areas guide the work of the United Way in the community, including the way in which it invests in the community.

From poverty to possibility

Poverty is a complex set of stubborn, intertwined social issues. United Way is one of many partners working together to address poverty in a meaningful way. Interventions funded through United Way fall within three broad outcomes that help people experiencing poverty build skills, develop plans and prepare for a better future – to move from poverty to possibility.

- **Food Security and Housing stability;**
- **Employment and Life Skills;** and
- **Collaboration and collective impact.**

All that kids can be

Research tells us that helping kids be all they can be is **one of** the most powerful ways to address the root causes of social problems. United Way's efforts to help children and youth succeed fall within three broad outcomes that are considered to be critical components of positive development:

- **Engagement in Learning;**
- **Connectedness and Community Involvement;** and
- **Emotional and Physical Well-being.**

Strong communities

Social connections and opportunities to get involved in community organizations help to create vibrant neighbourhoods and communities. United Way works in a variety of ways to help individuals and families build the assets they need (both personal assets and community assets) to handle life's challenges and to achieve their goals. Interventions funded through United Way in this focus area fall within four broad outcomes:

- **Connecting individuals and families to Supports (including Transportation);**
- **Neighbourhood and Community Engagement;**
- **Personal Well-being and Safety;** and
- **Organizational Capacity Building.**

Applicants for United Way GMSENB funds are required to demonstrate how their work, program and or initiative align with one of the United Way Focus Areas.

Funding Categories

1. Community Innovation Fund (CIF)

What do we mean by **Community Innovation?** :

Changing the way we work; our habits, our behaviours, our daily practices. It is the creation of better, more effective products, processes, services, technologies or ideas that free community resources to increase the resiliency of our region.

Reasons why an organization might consider this funding opportunity:

- The organization is newly formed or in the process of forming and is seeking to respond to a particular issue;
- The organization is exploring an idea that has not yet fully taken shape;
- Changing context has rendered the organizations traditional approaches ineffective and, consequently, there is a need for the organization to explore alternatives;

One big idea at a time! This fund is **not** designed to take approaches/programs from other regions and simply adapt and apply them in our region – it's meant to identify new ideas! To apply the knowledge and practices developed during the Community Innovation Fund experience, agencies may apply under the Strengthening Our Community Funds as a follow up to the CIF in subsequent years.

2. The Strengthening Our Community Fund (SOCF)

Reasons why an organization might consider this funding opportunity:

- Initiatives funded by the Strengthening Our Community Fund pertain to organizations whose own program and /or organization **outcomes** align with or relate to the focus areas of the United Way;
- Organizations funded by this grant can clearly demonstrate the difference their program or initiative will make;
- The work is consistent with the mandate of the organization, the role the organization plays in addressing an issue or building capacity;
- The organization has the necessary resources, expertise and processes to implement and evaluate the work;
- For 2019, only one-year grants are available;
- Applications can focus on program, organization or community outcomes.

3. The Strategic Community Partnership Fund (SCPF)

Initiatives funded by the Strategic Community Partnership Fund will apply a [collective impact](#) approach to advance community change strategies.

Reasons why an organization might consider this funding opportunity:

- Initiatives will require a strategic commitment;
- United Way will be an active partner;
- Initiatives could be led by a community organization, collaboration of organizations, or on occasion by the United Way itself;
- Up to three year funding agreements with the flexibility to expand based on the situation and outcomes;
- Involves multiple partners that have a common agenda and shared reporting responsibilities;
- These funding opportunities will be focused specifically on community change/systems change.

This fund is not accessible through the on line application process.

Step one of this application process consists of submitting a letter of intent to Paul Toner at ptoner@moncton.unitedway.ca. THIS GRANT IS NOT AVAILABLE FOR 2019!