

## About Us

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. United Way has traditionally been seen as a fundraiser. However, it is also a convenor that brings people together to take action on issues of concern and work towards creating the kind of community that the people of Greater Moncton and Southeastern NB Region want. United Way's approach includes four key elements:

- **Shared Purpose:** United Way helps the community identify the issues that matter most and the actions that will make the most difference. The priorities identified in this strategy take into account the most current local research, and they also link to issues that local people have told us are important to them.
- **Shared Mobilization of Resources:** United Way does not simply raise funds, but seeks to help people get engaged with their community in meaningful ways, whether that involves donations of time, money, knowledge, or in-kind support.
- **Shared Investment:** United Way invests in meaningful action that makes a difference on the issues that matter to people in the community. This is reflected in its commitment to ongoing evaluation and learning. It is also reflected in United Way's efforts to collaborate closely with government and with other funders, to raise public awareness, and to advocate for systemic changes.
- **Shared Responsibility:** United Way seeks to build community, by bringing people together to develop a sense of shared responsibility for action on priority issues.

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** doing work in Southeastern NB (Kent, Westmorland and Albert Counties) are eligible to apply for United Way funding.
- Applications must clearly 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.
- The organization's last available financial statements do not indicate a deficit.

PROJECTS

- Funding provided will be used to fund services or programs in the Westmorland, Albert and/or Kent Counties.
- Funds will be provided for operational costs directly linked to the specific project or service being applied for – for example, salary, materials and supplies, etc.
- To be eligible, a program 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**: we are committed to building relationships that change lives.

In order to achieve community impact and to build **Strong Communities**, United Way of Greater Moncton and Southeastern NB Region has narrowed to **two 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.

### All That Kids Can Be

We know that too many children and youth in Greater Moncton and Southeastern New Brunswick are struggling at school, managing anxiety or depression, or simply feeling isolated and unsure about their future. We also know that specific groups of children, youth and families are more vulnerable than others. United Way is uniquely positioned to support the “upstream” community-based services that help these children, youth and families avoid the crises that lead to a need for emergency supports. United Way will help children and youth thrive by supporting programs that promote strong **social, emotional and mental health**. The Measurable changes that United Way will achieve through funding in this focus area are:

- Children and youth are connected to supportive adults
- Children and youth build the life skills they need to handle life’s challenges and thrive

### From Poverty to Possibility

Poverty is a complex set of stubborn, intertwined social issues. Many families in New Brunswick are unable to meet their basic needs. They struggle to afford healthy food and to find good quality, affordable housing. Meeting basic needs is a critical first step to helping community members develop the capacity to build employment related skills, find family sustaining employment, and become financially secure.

The Measurable changes that United Way will achieve through funding in this focus area are:

- People and families have safe, affordable, and adequate places to live with the necessary supports to maintain housing
- People in poverty are able to find and maintain suitable work
- People and families living in poverty have access to healthy, affordable food to eat
- People living in poverty are connected to the community

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. 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;
- One, two, or three-year grants are available depending on the outcomes of the initiative;
- Applications can focus on program, organization or community outcomes.

### 2. ~~Community Innovation Fund (CIF)~~ (NOT available in 2022)

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 isn't designed to take approaches from other regions or organizations and simply apply them in our region – it's meant to identify new ideas! This is a 1-year grant and agencies who receive this funding may consider applying to the Strengthening our Community Fund in subsequent years.

### 3. The Collective Impact Initiatives Fund (CIIF)

Initiatives funded by the Collective Impact Initiatives Fund will apply a [collective impact](#) approach to advance community change strategies, especially cross sectoral collaborative initiatives that work to change systems. Grantees will be expected to undertake more complex evaluation of impact through time.

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;
- Work may involve research, planning, public education or creation of new initiatives;
  - Collaboratives will engage the business sector, government, and community leaders to focus on building new kinds of working relationships.

**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](mailto:ptoner@moncton.unitedway.ca) by June 30<sup>th</sup>, 2021