



United Way
Haldimand and Norfolk

2020 MEMBER AGENCY FUNDING GUIDELINES



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Letter of Introduction

Dear Community Partners,

We welcome you to apply for funding with United Way of Haldimand and Norfolk (UWHN). It is our pleasure to support you in any way we can in the development of your application before the closing on **Friday, January 15, 2021 at 4:00 PM.**

If at any point you find that you do not have enough space to complete your response, please attach an Appendix to your application and reference which Appendix the answer can be found in.

UWHN invites funding applications from programs that service individuals in Haldimand and/or Norfolk County, which align with one or more of United Way's three key focus areas. All applications must be completed and submitted by email with digital signature to info@unitedwayhn.on.ca before the deadline to be eligible.

Agencies whose applications have been chosen to proceed to the interview process, will be contacted to participate in an online presentation (15 minutes) of their program(s) before the Allocations Committee. Online presentations/meetings will be held on January 26, 27 and 28. Your agency will be contacted as to which date you will be scheduled to attend.

Funding decisions will be made by the Allocations Committee upon review of the applications. Your organization may be asked to give a short presentation to the Allocations Committee regarding the details and impact of your program. Funding is contingent on the finalization of the related contract between UWHN and the Service Provider. No existing funding will be extended beyond March 31, 2021 without a signed contract.

UWHN confirms that it is under no obligation to make a funding recommendation for any or all applications submitted.

The following points are key information that should be considered for the record:

OWNERSHIP OF SUBMISSIONS

All applications become the property of United Way of Haldimand and Norfolk (UWHN).

APPLICANT'S EXPENSES

Prospective applicants are solely responsible for their own expenses in preparing their application. UWHN in its sole discretion reserves the right to modify the terms of the Member Agency Funding Application Form (MAFAF) at any time.

JOINT SUBMISSIONS

Joint submissions, partnerships and coalitions are encouraged, including a joint submission by two applicants or more having no formal corporate links. In this case, one applicant must be prepared to take legal responsibility for the relationship with the UWHN set out in a contribution agreement. This must be defined in the MAFAF submission.

ACCEPTANCE OF TERMS

All terms and conditions set out in the 2020 Member Agency Funding Guidelines are assumed to be accepted by the applicant and incorporated in its submission, except those conditions and provisions which are expressly excluded by the applicant in its submission.

CONFLICT OF INTEREST

The applicant declares that the applicant has no pecuniary interest in the business of any third party that would cause a conflict of interest or be seen to cause a conflict of interest in carrying out the services. Should such an interest be acquired during the term of this agreement, the applicant shall declare it immediately in writing to UWHN. If the applicant does declare a conflict of interest, they may be directed to resolve the conflict of interest to the satisfaction of UWHN.

LATE APPLICATIONS

Only applications received by UWHN by 4:00 PM on January 15, 2021, will be considered. It is the responsibility of the proponent to ensure their application is received. All applications must be complete with an electronic signature and submitted electronically to info@unitedwayhn.on.ca.

FURTHER APPLICATIONS

A proponent who has already submitted an application may submit a further application at any time up to the closing time. The last application received will supersede and invalidate all applications previously submitted by the proponent. Each application must be complete in its self and not rely on or refer to previously submitted applications for any required documentation.

WITHDRAWAL OF APPLICATIONS

A proponent may withdraw their application by written notice on business letterhead signed by an authorized individual and received by UWHN.

ADDENDUM/ADDENDA

Proponent may, during the application period, be advised by addendum/addenda of required additions, alternations or deletions in the requirements. All such changes will become an integral part of the application documents and shall be allowed for by the proponent. Proponent must acknowledge receipt of all addendum/addenda in their application submission.

Please do not hesitate to contact our office with any questions. Thank you for your care of this community.

Brittany Burley
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Member Agency Criteria

For an agency to be considered for funding, all of the following mandatory requirements must be met in the sole opinion of UWHN.

1. The agency is a registered charity.
2. The agency has a volunteer Board of Directors.
3. The agency is not in receipt of a Notice of Breach of any existing contracts with United Way of Haldimand and Norfolk.
4. The agency is committed to complying with all *Ontario Human Rights Legislation*.
5. The agency confirms that funding, if awarded, will not be used to replace or duplicate existing funding, to pay a pre-existing debt, or to pay for any liabilities incurred before any funding agreement has been signed.
6. The agency has demonstrated history of accountability in meeting terms and conditions of previous funding allocations (if applicable).
7. The agency is willing to adhere to fundraising Black-Out period from September 1st to November 30th annually while being funded by United Way of Haldimand and Norfolk.
8. The agency agrees to submit future Annual Financial Statements and Annual Reports automatically during the life of their funding agreement if receiving multi-year funding.
9. The agency demonstrates sound management and governance practices.
10. The agency is able to respond to community needs when and if they arise.
11. The agency is willing to complete mandatory reporting.
12. The agency demonstrates effective use of resources (financial and human resources).
13. The agency agrees to abide by all Appendices which form a part of this application.

Program Funding Criteria

For a program to be considered for funding, the following mandatory requirements must be met in the sole opinion of UWHN. Applications for programs not fully complying with the mandatory requirements will be deemed non-compliant and will be given no further consideration.

1. Application is submitted in the prescribed format and prior to the deadline.
2. Activities will occur in the counties of either Haldimand or Norfolk.
3. Application includes a Program Budget that shows the total cost of the program and what percentage of the program cost is to be covered by United Way funding.
4. Proposed Program must address one or more of the United Way Focus Areas.
5. The program has clearly defined goals and outcomes.
6. The program has an evaluation plan.
7. The program is supported by a sound financial plan for a positive future outlook.
8. The program attracts or has the potential to attract community support & resources.

Appendix A - Agency Fundraising Agreement

1. PREAMBLE

The purpose of the *Agency Fundraising Agreement* is to provide guidance for agencies that receive funding from United Way in the planning and implementation of their fundraising activities. It is recognized that a co-operative partnership between the agencies and United Way is essential to sustain the viability and growth of the annual United Way Campaign.

United Way acknowledges that an agency's fundraising activities are essential to the financial health of the agency and, when conducted in a manner that supports and complements the annual United Way Campaign can reach new donors and raise significant new funds.

The fundraising blackout dates are from September 1st to November 30th of each year.

2. PRINCIPLES

The agency has the right to conduct fundraising activities. The agency's fundraising activities must protect and complement the annual United Way Campaign.

Donor Designation Self-Promotion is not permitted by the agency through the annual United Way Campaign. The agency's fundraising standards and practices must reflect positively on all parties and be sensitive to the donor public. All fundraising must meet federal, provincial and municipal regulations.

3. CORPORATIONS

Corporations that currently support the United Way Campaign are not to be approached for funds by agencies. United Way will provide a list of these corporations by March 31st each year. Corporations that currently do not support United Way may be approached for funds by agencies outside of the blackout period.

It is recognized that some corporations:

- may wish to sponsor agencies as part of their public relations activities (not as part of their corporate giving) through the donation of gifts in kind for special events and the sponsorship of marketing materials, etc.;
- provide donor choice and allow employees to designate to registered charities;
- make grants to agencies for which their staff volunteer;
- make grants targeted at specific sectors and/or issues;
- provide support to an Agency through a membership program, and have grocery tape programs.

The restriction set out above is not meant to interfere with these types of corporate sponsorship and specific grant programs and therefore requires United Way consultation during the blackout period.

4. EMPLOYEES IN THE WORKPLACE

Agencies are not to conduct any solicitation of employee groups or individuals at their place of work, regardless of the time of year. An informal approach (not part of an organized workplace campaign) for

personal sponsorship of an event promoting an agency is acceptable in the non-blackout period. Approaches to Employee Funds (Employee Trust Funds) are not to be made. Approaches to Unions for specific sponsorship are permitted but requires United Way consultation.

5. FUNDRAISING ACTIVITIES

The following fundraising activities are considered to be within the domain of Agencies. However, because they may have some implications for the success of the United Way Campaign, the following guidelines have been developed.

PLEASE NOTE – For the upcoming calendar year we are removing restrictions around the fundraising Blackout period which is usually in place. The year 2020 has been a very hard year on all non-profit organizations due to COVID-19 and the restrictions that are in place. Therefore, we have decided to remove the black-out restrictions for the 2021/2022 funding year. Please disregard any of the following references to the “black-out” period.

5.1 Special Events

Special events for the agency are permitted. Special events include but are not limited to: BBQs, bowl-a-thons, contests, dinners, dress-down days, fashion shows, golf tournaments, raffles, silent auctions and tag days. In many cases, these special events may have corporate sponsorship, which is addressed, in section 3 above.

5.2 Direct Marketing

Addressed mail and unaddressed mail campaigns (defined as mailings to people that are or are not known supporters of the agency respectively) are not permitted during the blackout period but may be permitted with United Way consultation during the rest of the year.

Membership drives are permitted without restriction. Telemarketing is not permitted. Personal Solicitation (defined as face to face or phone approach) to known supporters of the agency is not permitted during the blackout period. Planned giving contributions are permitted without restriction.

5.3 Door-to-Door Residential Campaigns

Door-to-Door residential campaigns are not permitted during the blackout period but may be carried out with United Way consultation during non-blackout period.

5.4 Service Clubs, Church Groups etc.

Solicitations to service clubs, church groups, sororities and other community associations are permitted in the non-blackout period but require United Way consultation during the blackout period.

5.5 Nevada Sites, Bingo Halls etc.

Fundraising from the on-going sales of tickets at Nevada sites and bingo halls is permitted.

6. CAPITAL CAMPAIGNS

An agency planning a Capital Campaign must inform United Way of its intent. This enables United Way to knowledgeably respond to questions from corporations, foundations, service clubs, etc. should it be contacted as a reference. United Way must also be concerned about the possible impact on the annual United Way Campaign.

7. UNITED WAY COMMITMENT

- To organize and conduct an annual fundraising campaign in Haldimand County and Norfolk County to benefit the community.
- To identify the agency as a recipient of United Way funding.
- To review the agency's program funding request(s) as part of the annual Allocations Review process and advise the agency of any allocations.
- To support the agency in the achievement of its mission, including promoting community awareness for its programs and services.

8. AGENCY COMMITMENT

- To actively participate in the annual United Way Campaign. This includes offering an employee payroll deduction campaign and/or holding a workplace fundraising and awareness event.
- To abide by the terms of the *Agency Fundraising Agreement*.
- To submit a program funding request(s) and participate in the timely response to requests for clarification during the Allocations Committee review of aforementioned request(s).
- To approach United Way for a new agreement before making any substantial changes to existing United Way funded programs.
- To file audited financial statements with United Way at the end of each fiscal year.
- To support United Way in the achievement of its mission.

9. AGENCY FUNDRAISING ACTIVITIES

The agency shall not conduct any fundraising activities during the annual the blackout period (September 1st to November 30th) except for those activities approved by United Way. The agency is permitted to conduct certain types of fundraising activities during the non-blackout period (December 1st to August 31st) in accordance with the *Agency Fundraising Agreement*.

The agency shall clearly identify that it receives funding from United Way on all its fundraising and promotional materials. The use of the United Way name and logo ("Licensed Marks") shall be in accordance with the *Sub-license To Use United Way Licensed Marks* (Appendix B).

10. TERMINATION OF THIS AGREEMENT

The agency and/or United Way may agree to terminate this agreement by giving three months written notice. United Way may withhold allocations from the agency or terminate this agreement if the agency fails to carry out its obligations under this agreement including, but not limited to, substantial or material change to the funded program(s) without consent of United Way, and/or failure to comply with accepted standards of governance.

If funding is terminated, United Way will remove the name of the agency from promotional materials. If that effort is unsuccessful, the inclusion of the agency's name in campaign literature before or after the termination creates no rights for the agency after the date of termination.

OVERVIEW OF AGENCY FUNDRAISING AGREEMENT						
PROPOSED FUNDRAISING ACTIVITY	BLACKOUT PERIOD (September through November)			NON-BLACKOUT PERIOD (December through August)		
Corporate Solicitation of:	Permitted without restriction	Requires UW consultation	Not Permitted	Permitted without restriction	Requires UW consultation	Not Permitted
Corporations supporting United Way			X			X
Corporations not currently supporting UW			X	X		
Gifts-in-Kind, Sponsorship of marketing materials		X		X		
Foundations		X		X		
Organized workplace solicitations			X			X
Informal agency promotion event			X	X		
Employee trust fund			X			X
Union solicitations		X			X	
Agency Special Events			X	X		
Addressed Mail campaigns			X		X	
Unaddressed Mail campaigns			X		X	
Annual Giving			X	X		
Membership Drives	X			X		
Telemarketing			X			X
Personal solicitation			X	X		
Planned Giving	X			X		
Door-to-Door Residential Campaigns			X		X	
Soliciting Service Clubs, Church Groups etc.		X		X		
Nevada Sites, Bingo Halls	X			X		
Capital Campaigns		X			X	

Appendix B - Sub-License to Use United Way Licensed Marks

United Way of Canada - Centraide Canada (“UWC-CC”) has authorized United Way of Haldimand and Norfolk to issue your agency, a Sub-license to use the trademark set forth in the enclosed United Way *Trademark Manual* and *Official Colours* document, under the terms and conditions set forth below:

1. This Sub-license is royalty-free, non-exclusive and for an area not to exceed Haldimand County and Norfolk County.
2. Your agency may use the Licensed Marks only in connection with its charitable fundraising and health, welfare, recreation and other human care services, as may be more particularly described in the Agency Agreement.
3. Your agency may use the phrase “a United Way Funded Agency” on the same terms and conditions as the Licensed Marks.
4. Your agency shall use its best efforts to comply with the terms and policies set by UWC-CC and the graphics standards set forth in Part VIII of the *Trademark Manual*.
5. Your Agency shall, at all times use such notices of registration with the Licensed Marks as indicated in the *Trademark Manual* and shall display the Licensed Marks only in the format or formats as specified therein.
6. All advertising, promotional matter and other printed or graphic material, whether print media, television, radio or the Internet, of your agency bearing the Licensed Marks shall comply with the terms of this Sub-license.
7. UWC-CC and United Way of Haldimand and Norfolk shall have the right to reasonably verify your agency’s compliance with the terms of this Sub-license.
8. The Sub-license hereby granted is personal to your agency and shall not be assignable by you, directly or indirectly, without the written consent of either UWC-CC or United Way of Haldimand and Norfolk, nor shall your agency have the right to grant any Sub-license to use the Licensed Marks.
9. This Sub-license will remain in effect for a term not to exceed the duration of your affiliation with United Way of Haldimand and Norfolk or until your agency:
 - a. elects not to remain a funded agency; or
 - b. has its relationship with United Way of Haldimand and Norfolk cancelled or revoked.
10. Upon termination of this Sub-license, your agency shall discontinue immediately all use of the Licensed Marks. It shall further dispose of by delivery to United Way of Haldimand and Norfolk, or destruction, at its option and free of any charge to United Way of Haldimand and Norfolk, all signs, labels, packaging material, advertising, stationery, promotional matters, and all other material bearing any of the Licensed Marks which is subject to its control.

Appendix C - Glossary of Terms

Blackout Period

The time from September 1st to November 30th of each year during which United Way conducts its annual Campaign.

Capital Campaigns

Campaigns intended to finance the administration of real property and/or major equipment, construction of new buildings or facilities, and the development or rehabilitation of property.

Corporate Gift/Donation

A contribution made in the name of the company. A corporate gift to United Way may be a fixed amount or it may be a matching gift, influenced by the results of the employee campaign.

Corporation

Businesses and organizations in the private and public sectors.

Corporate Solicitation

The request for a contribution from a corporation. United Way's solicitation to a corporation usually involves the requests for a corporate gift and support for an employee campaign; larger firms are approached in late spring/early summer.

Direct Mail

A random or specific mailing to companies or the general public, usually requesting financial donations.

Donations In-Kind

The donation of goods or services; no cash is involved in the donation.

Donor Choice/Designated Gift

An option for contributors who wish to designate their gift to specific United Way agencies, other United Ways and other charities.

Donor Designation Self Promotion

Encouraging supporters to designate their United Way donation to the agency.

Employee Fund (Employee Trust Fund)

A fund that is controlled by employees within a firm. It may or may not include a contribution from the firm's management, but is separate from the corporate gift.

Employee/Workplace Campaign

A group solicitation of employees permitted by management and appropriate union, if applicable. Each employee is asked for a personal donation.

Multi-Year Grant

A multi-year grant is one which could extend over a two or three year period and would not require further application to continue during that time.

Sponsorship

A donation to cover, or to help with the costs of a specific event or activity. The donor usually expects specific public recognition of the sponsorship.

Submission Checklist

- ☐ Completed Member Agency Funding Application Form
- ☐ Completed Program Application Form for Each Program
- ☐ Budget for Each Program
- ☐ Most Recent Annual Report which includes Audited Financial Statements