



United Way
East Ontario

Information Session

Call for Proposals

November 21 and 22, 2023

WORKING WITH COMMUNITIES IN PRESCOTT-RUSSELL, OTTAWA, LANARK AND RENFREW COUNTIES



Land Acknowledgement

United Way East Ontario acknowledges the privilege to be operating and performing on the unceded traditional territory of the Algonquin Anishinaabeg. We recognize the Indigenous peoples of Turtle Island who have thrived on this land since time immemorial.



Agenda

- 1) Welcome & Introductions
- 2) Purpose of this session
- 3) 2024 Call for Proposals Overview
- 4) Why Results Matter
- 5) Data Collection



Purpose

- To provide an overview of the 2024 Call for Proposals and the strategic priorities/focus areas open for applications
- To share an overview of changes to our Call for Proposals investment process
- To review data collection and why it is important in our decision making



Our Mission, Vision & Promise

Bringing people and resources together for a strong,
safe, healthy community for all;

That our community is measurably better because of
the work of United Way East Ontario and others
and;

That we will invest resources where they are needed
the most and where they will have the greatest
impact.

We are an Impact United Way



Overview



More kids *must be* on track to succeed



All That Kids Can Be



- > Healthy & resilient children ready to learn
 - > Children successful in school
- > Engaged & active children & youth
 - > Children & youth have access to mental health and addiction support to improve mental health
- > Youth housing needs are met

More people *must be* able to achieve financial independence and stability



Poverty to Possibility



- > Improve employment for newcomers
- > Improve employment for disabled persons
- > People in financial crisis receive supports
 - > Youth are supported in their transition to employment
 - > Rural residents have access to literacy and skills development

Our community *must be* great for everyone by improving equity, connections, and well-being



Healthy People, Strong Communities



- > Agencies have the capacity to meet community needs
 - > Healthy communities through increased equity, social cohesion, & inclusion
 - > Community supports for mental health & addictions
- > Adults in crisis have access to immediate supports
- > Seniors have improved wellbeing and are less isolated

Our 5 Tools



Advocacy



Convening



Investing in Programs & Initiatives



Research & Evaluation



Resource Development

Using An Equity Lens To Address Our Issues



Indigenous Peoples

First Nations, Inuit and Metis people

Equity Deserving Groups

- | | | |
|---|--|---|
| <ul style="list-style-type: none">• Black, African, Caribbean communities• South Asian, Southeast Asian, West Asian• Chinese• Filipino• Latin American• Arab | <ul style="list-style-type: none">• Korean• Japanese• Minority Language populations• New Canadians, Immigrants, Refugees• Rural Communities, particularly Remote and Underserved• Women and Girls | <ul style="list-style-type: none">• People with Disabilities• 2SLGBTQIA+• Vulnerable Seniors and Caregivers• People Living in Poverty, including Low Income Communities and Neighbourhoods |
|---|--|---|



Investments Allocated in 2022/2023

Healthy People Strong Communities	\$3.21M*	57 programs
All that Kids Can Be	\$2.9M*	50 programs
Poverty to Possibility	\$2.7M*	23 programs

**UWEO does not know the amount of funding available until after the submission deadline. The above total investments are susceptible to change based on both available funds and needs in our communities.*



General Eligibility Criteria

- Applicant must be a registered charity (with its own RR number)
- Applicant must maintain a volunteer board that meets regularly
- Applicant must host an Annual General Meeting
- Applicant is expected to submit audited financial statements*

*Charities with revenues less than \$250,000 may submit reviewed financial statements **only if** they have been funded by UWEO within the past 5 years (2018/19 – 2023) and are in good standing with the organization.



Sponsorship

If any of the eligibility criteria are not met, applicants **must** establish a formal partner sponsorship agreement with a registered charity (with its own RR Number) that meets all of the above criteria.



Other Eligibility Criteria

- The activities proposed by the applicant must benefit residents in the boundaries of East Ontario (Ottawa, Lanark, Renfrew, Prescott-Russell).
- The applicant's primary focus and mandate must be within the social services sector.
- The proposal submitted by the applicant must clearly support stated Strategic Priority/Focus Area.
- The applicant (or sponsor, in the case of sponsored applicants) must be financially solvent.
- The applicant must carry sufficient liability insurance (at least \$2 million)
- **No late or incomplete submissions will be accepted**



Applicants Ineligible for Funding

- Registered charitable organizations sponsoring for-profit organizations or for-profit ventures, with the exception of social enterprise or non-profit community economic development activities.
- Hospitals or medical treatment programs, Educational institutions and organizations, including school boards, schools, universities, colleges and parent-teacher associations.
- Faith-based organizations or organizations that require an adherence to or promotion of a religious faith or political affiliation as a condition of receiving supports or services.



Applicants Ineligible for Funding

- Political parties.
- Fundraising events or organizations, service clubs and foundations that act primarily to raise funds for distribution to other organizations, with the exception of foundations that are raising funds for directly related organization.
- Organizations whose policies or practices contravene the Ontario Human Rights Code



Costs Ineligible for Funding

- Retirement of debts or budget deficits.
- Large capital expenses related to construction or the development of facilities.
- Wages or wage subsidies for program participants.



Eligibility Checklist Documents

- 1) Most recent audited financial statements or reviewed financial statements
- 2) Current list of Board members
- 3) Most recent signed and Approved Annual General Meeting minutes
- 4) Current fiscal year organizational budget (unaudited)
- 5) Proof of sufficient liability insurance



Key Points

- All applications must be submitted in Survey Monkey Apply
- Greatest needs-based investment decisions (region-wide)
- Coalitions, social enterprises and collective impact initiatives
- Budget requires narrative explanation
- Submitting one proposal per strategic priority per target population
- Comprehensive user guide
- **Only one application is needed for multi-regional programs (new)**



Investment Committee

- Investment Committee (IC) will lead the assessment process supported by staff.
- The IC and staff have a deep understanding of United Way's strategic investment direction and needs within each community
- Investment Committee is region-wide



Assessment Process

- Investment Committee is to review and assess proposals and make recommendations for investment to Corporate Oversight Committee
- Proposals assessment process:
 - Scored
 - Discussed
 - Ranked
- Information from program reports is used in the assessment process (where applicable)



Application Sections

- Alignment to Strategic Priority and Focus Area Strategy
- Agency's capacity to deliver proposed program/project
- Program/project overview
- How the agency will implement the program/project
- Evaluation plan
- Budget and budget notes

2024 Call for Proposals Timeline



ACTIVITY	DATE/TIMELINE
Agency Information Sessions	November 21-22, 2023
CFP Launch and Deadline	January 16, 2024 – February 21, 2024
Assessment Review	February 26 – April 26, 2024
Corporate Oversight Committee – Presentation of Recommendations for Approval	TBD
Notification to Agencies	By May 1, 2024
Funding cycle begins	July 1st, 2024



Call for Proposals Support

- **Information on United Way East Ontario website**
 - <https://www.unitedwayeo.ca/agencies/>
- **Guidebook**
- **Contact for questions and support**
 - **Phone:** 613-683-3861
 - **Email:** agencyinfo@unitedwayeo.ca
- **Survey Monkey Apply**
 - <https://unitedwayeo.smapply.ca/acc//>



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East Ontario

Why Results Matter

WORKING WITH COMMUNITIES IN PRESCOTT-RUSSELL, OTTAWA, LANARK AND RENFREW COUNTIES

Results Based Accountability



More kids *must be* on track to succeed



All That Kids Can Be

More people *must be able to* achieve financial independence and stability

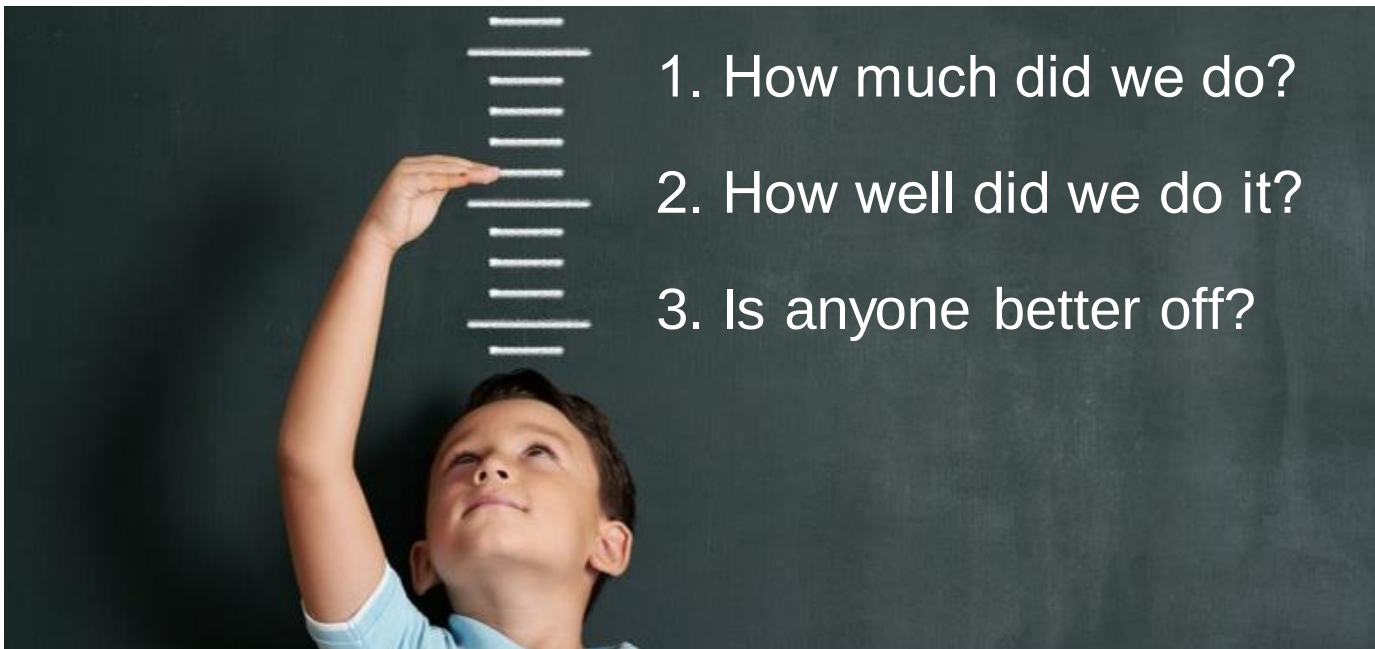


Poverty to Possibility

Our community *must be* great for everyone by improving equity, connections, and well-being



Healthy People, Strong Communities



Focus Areas



All That Kids Can Be



From Poverty to Possibility



Healthy People, Strong
Communities

How much did we do?



More kids *must be* on track to succeed



All That Kids Can Be

- ✓ 17 collaborations and initiatives
- ✓ 50 programs
- ✓ 47 community agencies
 - 20,471 unique individuals were supported
 - 608 people volunteered over 15,022 hours with our agency partners

More people *must be able to* achieve financial independence and stability



Poverty to Possibility

- ✓ 44 collaborations and initiatives
- ✓ 23 programs
- ✓ 22 community agencies
 - 8,044 unique individuals were supported
 - 192 people volunteered over 11k hours with our agency partners

Our community *must be* great for everyone by improving equity, connections, and well-being



Healthy People, Strong Communities

- ✓ 43 collaborations and initiatives
- ✓ 57 programs
- ✓ 51 community agencies
 - 93,764 unique individuals were supported
 - 1,989 people volunteered over 113k hours with our agency partners



More kids *must be* on track to succeed



All That Kids Can Be



- > Healthy & resilient children ready to learn
 - > Children successful in school
 - > Engaged & active children & youth
- > Children & youth have access to mental health and addiction support to improve mental health
- > Youth housing needs are met

THE OUTCOMES	IMPACT		THE RESULTS	
Children ready to learn	99%	of people reported positive parent-child activities that support the achievement of developmental milestones	611	Families/caregivers served that are provided with information, resources, tools, trainings, and/or teaching skills
Engaged and active children and youth	84%	middle /high school youth served who develop soft skills	3,652	youth served who participate in school and/or community-based out-of-school time programs and/or receive individualized supports
Resilient Children and youth	96%	Of children and youth who demonstrate prosocial behaviours and improved emotional well being	3,652	Of children and youth who demonstrate prosocial behaviours and improved emotional well being
Children and youth have improved mental health	80%	Of children and youth who have improved mental health outcomes	2,261	Of children and youth who have improved mental health outcomes
Youth housing needs are met	99%	of youth living in emergency shelters or transitional housing receive supports to live independently	170	youth living in emergency shelters or transitional housing receive supports to live independently
Children and youth are successful in school	13,507		13,507 children and youth worked towards achieving academic goals outside of school.	



**More people *must be able* to
achieve financial independence and
stability**



Poverty to Possibility



- > Improve employment for newcomers
- > Improve employment for disabled persons
- > People in financial crisis receive supports
- > Youth are supported in their transition to employment
- > Rural residents have access to literacy and skills development

THE OUTCOMES	THE IMPACT		THE RESULTS	
Engagement in the labour market	84%	Supported individuals who gain employment	2,751	Supported individuals who gain employment
Newcomers are engaged in the labour market	59%	of newcomers found employment	840	newcomers found employment
People with disabilities are engaged in the labour market	94%	of job seekers with disabilities found employment	2,518	job seekers with disabilities found employment
Equity deserving groups are engaged in the labour market		2,565		employers increased their knowledge of barriers faced by priority populations
Youth are supported in their transition to employment	84%	of homeless or at-risk rural youth enrolled in an education program, secondary school, or job training program.	53	of homeless or at-risk rural youth enrolled in an education program, secondary school, or job training program.
People in financial crisis receive supports		2,485		people in financial crisis received financial services and supports



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Healthy People, Strong Communities



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 - > Seniors have improved wellbeing and are less isolated

THE OUTCOMES	THE IMPACT		THE RESULTS	
People in crisis have access to immediate supports	91%	of individuals felt supported and had their stress levels reduced	39,756	individuals received crisis supports
Seniors have improved wellbeing and are less isolated	85%	of seniors reported decreased isolation	2,580	seniors reported decreased isolation
Neighbourhoods achieve positive change		5,647		residents coming together to engage on issues of shared importance
Adults have access to mental health and addiction supports	91%	of clients saw an improvement to their mental health	23,777	of clients had access to mental health and addiction supports
Individuals have access to healthy foods and physical activity	95%	children served who eat healthier, increase their physical activity, and/or move towards a healthy weight	6,359	Children and youth participating in physical activity and/or healthy food access/nutrition programs

Measure Program Impact



- United Way East Ontario report on the wider impact of our collective work. **UWEO measures population accountability**
- Agency partners report on the impact of their program. **Agencies measure program accountability**

Three Questions:

1. How much did we do?
2. How well did we do it?
3. Is anyone better off?



United Way
East Ontario

Data Collection

WORKING WITH COMMUNITIES IN PRESCOTT-RUSSELL, OTTAWA, LANARK AND RENFREW COUNTIES



All That Kids Can Be



From Poverty to Possibility



Healthy People, Strong
Communities

Strategic Priorities - Ottawa



School Readiness	Healthy and resilient children ready to learn
Critical Hours	Engaged and active children and youth
Youth Homelessness	Youth housing needs are met
Employment for Newcomers	Improve employment & labour market outcomes for newcomers
People with Disabilities	Improve employment & labour market outcomes for people with disabilities
Mental Health & Addictions	People experiencing mental health and / or addictions challenges have access to coordinated community-based supports
Successful Aging	To improve the well-being of seniors by reducing the factors that lead to isolation & vulnerability while respecting their independence
Strong Neighbourhoods	To build healthy and vibrant communities by increasing equity social cohesion, and inclusion
Agency Capacity Building	Strengthening organizations so they have a greater capacity to meet community needs and change more lives
Crisis Support	Ensure people in crisis have access to coordinated and immediate supports

Strategic Priorities – Lanark County



Critical Hours	Engaged and active children and youth
Youth Homelessness	Youth housing needs are met
Beginnings and Transitions	Community members have access to literacy and skills development to improve employment and overcome health barriers
Mental Health & Addictions	People experiencing mental health and / or addictions challenges have access to coordinated community-based supports
Successful Aging	To improve the well-being of seniors by reducing the factors that lead to isolation & vulnerability while respecting their independence
Strong Neighbourhoods	To build healthy and vibrant communities by increasing equity social cohesion, and inclusion
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Data Collection

- We use your data locally (Impact Report), roll it up to United Way Canada, as well as for United Way Worldwide (Global Results Framework)
- Your program's story factors into our decision making, so choose indicators and collect data that accurately portrays the program that is being measured.
- **Remember:** It is not the number of indicators, but the quality of the information



Data Collection

- The data helps to explain the impact of the program '*for whom, to what extent, and in what circumstances?*'
- Your data should tell the story of how a program's activities have met its goals and fulfills its intended purpose.
- Does every indicator connect to the overall objective of the program, and to the strategic priority or focus area?



Output and Outcome Indicators

- **Output Indicators**
 - Outputs measure how much you did and how well you did it
 - Measure the quantity and quality of services provided
- **Outcome Indicators**
 - Outcomes measures if anyone is better off, or in the case of system level programs, whether or not the key desired goal has occurred
 - Measure the broader results achieved through provision of services at the program or project level.



Common, Standard and Custom Indicators

- **Common Indicators**
 - The indicators are for all programs funded under the strategic priority/focus area.
 - Complete these indicators and provide any additional information noted.
- **Standard and Custom Indicators**
 - You may provide indicators in addition to the common indicators.
 - You can choose from our list of standardized indicators
 - You can opt to use custom indicators if your program does not align with the standard indicators



Agency Capacity Building Strategic Priority

Goal Statement:

Strengthening organizations so they have a greater capacity to meet community needs and change more lives.

Note: This funding is **not** intended for agencies to build up their own capacity. It is for agencies with capacity building **expertise** to build capacity in the **sector** (other agencies or coalitions), either as a capacity building organization, or as a coalition / partnership seeking to build capacity for their group that is aligned to one or more of our strategic priorities.



Agency Capacity Building Strategic Priority

The proposals need to demonstrate building one or more of the following organizational capacity areas to address community needs and achieve the strategic priority:

- Programmatic Capacity
- Resource Development Capacity
- Networking/partnership/coalition capacity
- Internal Operations and Management Capacity
- Research and Evaluation Capacity



Other Types of Investment

- 1) Community-Wide Initiatives
- 2) Strategic Investments
- 3) Donor Directed Investments
- 4) Tomorrow Fund
- 5) Community Action Grants
 - Women United
 - PCL – Hard Hat Heroes

Program Evaluation Resources



1. **The Common Approach**
<https://www.commonapproach.org/>
2. **Better Evaluation**
<https://www.betterevaluation.org/>
3. **Clear Impact**
<https://clearimpact.com/solutions/results-based-accountability-resource-library/>
4. **How to Create a Program Evaluation for Your Non-Profit**
<https://www.coursera.org/projects/program-evaluation-non-profit>

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Questions?