

**UNITED WAY OF ANDROSCOGGIN COUNTY**  
**2019 APPLICATION NARRATIVE/BUDGET INSTRUCTIONS AND INFORMATION**

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**GENERAL INSTRUCTIONS**

The purpose of the Community Investment Application (CIA) is to convey clear outcomes for program work funded by this United Way. Its intended audience is the appropriate Priority Area Impact Council, United Way staff and the United Way Board of Directors. The CIA is intended to reflect program priorities and areas of program focus, specifically prevention. It provides a bridge between the agency's vision and mission statements and the specific resources and needs in the community. A meaningful CIA is one that communicates how a program intends to achieve its intended outcome(s) in support of Priority Area Impact Council outcome(s). Its components should be expressed in terms that the appropriate Impact Council, United Way staff and United Way Board of Directors clearly understand. The following program narrative should describe intended outcomes, rather than processes or procedures. Program outcomes and budgets submitted by applicant agencies are reviewed by United Way staff upon submission by the agency.

Other Instructions and Requirements:

1. **Number of Copies of Community Investment Applications to be Submitted:**

**One (1)** copy to be submitted electronically. **One (1)** original copy, with signatures submitted to United Way office.

2. **Letter of Intent:** Mandatory, non-binding Letter of Intent, is due via email to [acarron@unitedwayandro.org](mailto:acarron@unitedwayandro.org) by **Wednesday, October 23, 2019**. Letter should include name of Priority Area to which application is being made and the specific outcome that program is applying to. UWAC will not consider funding applications from agencies that have not submitted Letter of Intent by due date.

3. **Due Date:** All Community Investment Applications and materials are due in the United Way office by **FRIDAY, NOVEMBER 22, 2019, 3:00 p.m. EST. THERE WILL BE NO EXCEPTIONS TO THIS DEADLINE.** Late or incomplete applications will not be considered by this United Way.

4. **Priority Area Outcomes:** Agencies must apply to one specific Priority Area outcome. Agency programs are not allowed to apply to multiple outcomes. Applicant agencies may include an impact statement detailing how the program could impact other Priority Area outcomes.

5. **Proposal Narrative Size:** Application narrative must not exceed five (5) pages, exclusive of Program Logic Model, budget forms, Fundraising Activity Form and the Statistical Report. Impact Councils will consider as part of their evaluation process agencies that exceed the 5-page limit. Use font no smaller than 12-point, with a one-inch margin. The proposal narrative consists of Problem Statement, Use of United Way Funds, Program Prevention/Intervention,

Proposed Outcomes (with Logic Model), Outreach, Staff Organization, and Community Collaboration. Do not submit supportive and/or collateral material with the application. Provide a URL link to your collateral material.

6. **Two Year Funding:** 2020 CI process is one (2) year funding for Calendar Year 2020/2021. Application process for Calendar Year 2021 will require a reduced application, with no site visit and program review. Impact councils retain the right to;

- A. Fund individual program;
- B. Fund individual program conditionally;
- C. Do not fund program.

7. **Agency Site Visit & Program Review:** Impact Councils will schedule site visits and program reviews combined in in one meeting to applicant agencies beginning in November 2019. Staff and either the Board Chair or a member of the Board should be in attendance. This meeting allows applicant agencies the opportunity to further describe the program outcomes, agency and program budgets and answer any questions. United Way staff will be in contact with appropriate agency staff to develop site visit schedule.

8. **Impact Council Questions:** Impact Councils may seek additional information from applicant agencies prior to the Program Review. If so, applicant agencies will provide the requested information at the Program Interview.

9. **Applicant Agency Requirements & Criteria:** Applicant agencies must submit with the CIA a completed and signed Applicant Agency Requirements & Criteria Form.

10. **Anti-Terrorism Compliance Measures Form:** Applicant agencies must also submit with the CIA one (1) completed and signed Anti-Terrorism Compliance Measures Form.

11. **Specific instructions for each element of the Community Investment Application follows.** In your final submission, please clearly identify each of the seven (7) required elements in the CIA narrative, including the four (4) subsections in Element IV. All forms may be downloaded from UWAC website: [www.unitedwayandro.org](http://www.unitedwayandro.org).

## APPLICATION NARRATIVE INSTRUCTIONS

I. **STATEMENT OF THE PROBLEM:** Problem Statement should describe the condition of the target population that requires improvement; it should not describe a need for services. The target population is defined as the group of people in the community experiencing the problem. The target group shares certain characteristics, which should be included in the Statement: social, demographic, geographic locations and factors that put them at risk. Information sources should be referenced. Statement not to exceed one-half (1/2) page.

II. **STATEMENT ON USE OF UNITED WAY FUNDS:** Describe the specific use of United Way funds for the program. Explain how individuals are served with these funds.

III. **PROGRAM PREVENTION OR INTERVENTION:** Classify program services as Prevention or Intervention explain, in detail, why. Please refer to the Guide on Recognizing Prevention Services.

IV. **PROPOSED PROGRAM OUTCOME(S):** In order to show the impact your program is having on the target population and community, **submit no more than three (3) measurable outcomes** that your agency is requesting United Way funding investment. This section should include:

A. Agency Mission Statement.

B. Program Logic Model: The logic model is found following the narrative. Please provide concise information for each column. **Activities** describe what the program does with the inputs to fulfill the agency's mission. **Outcomes** are the benefits for the target population during and after program activities. **Indicators** are the specific items of information, using numbers and/or percentages, that track the program's success on its stated outcomes.

C. Program Outcome(s) Narrative: List **no more than three (3) measurable outcomes** that your program aims to achieve with United Way investment. Outcomes should be a direct result of the specific outputs of the program. Describe how the outcome is clearly related to the problem statement in that it points out why specific services are delivered, what effects these services should have on the target population and how these services focus on prevention. **Connect in narrative form each segment of the logic model leading to the intended outcome(s) and how the intended outcome(s) serves the Impact Council outcome.**

D. Measurement: Program outcomes state the intended results of a program in a form that allows these results to be observed or measured. Include information on a specific time frame, designation of the measure used, how data will be collected and identification of the expected level of achievement.

Keep in mind when developing and submitting your program outcome(s) that, if funded, this is what the agency will be held accountable to accomplish.

V. **OUTREACH:** Describe how the agency reaches out to the community in general, and to the target population specifically, in identifying clients or consumers and how the program is publicized.

VI. **STAFF ORGANIZATION:** The number, qualifications and organization of staff resources specific to the program, whether paid or volunteer, should be an outgrowth of the stated program outcome(s) and outreach activities. Briefly describe the relationship of staffing configuration to the outcome(s), program and outreach activities. Staffing costs are generally the greatest percentage of a health and human service program budget. This area begins to build the case for your budget proposal. United Way Community Investment volunteers will be examining the above relationship. An organizational chart specific to the program can be submitted.

VII. **COMMUNITY COLLABORATION:** Describe current or planned collaborative efforts, activities and categories of service, especially those providing prevention services involving the applicant agency. These may include work with other agencies or groups, and/or municipal, state and federal government. Also include information on how the agency collaborates with other agencies in establishing and maintaining a referral process. If United Way funding may leverage other sources of funding, provide specific examples and dollar amounts (if available).

## **2019 COMMUNITY INVESTMENT APPLICATION BUDGET INSTRUCTIONS AND INFORMATION**

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### Community Investment Budget Forms:

Agencies must submit budget Community Investment Budget Forms 1 and 2. No other budget format will be accepted. Forms must be complete. Community Investment Form 1 provides Community Investment volunteers with appropriate information on the agency budget. Community Investment Form 2 is proposed budget by Program and Supporting Functions.

### Budget Narrative:

In addition to completed budget forms, please include, in the form of a budget narrative, any clarifying or collateral information in support of specific line item(s) or the overall budget. Explain any large variances from year to year.

Also submit one (1) copy of agency's most recent:

### **Agency Audit IRS Form 990 and Federal 501(c)(3) Tax Exempt Form:**

New applicant agencies must submit last 3 years of above forms.

Agencies must submit all requested financial information in accordance to the **November 22, 2019, 3:00 p.m. deadline.**

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### **SUMMARY**

Electronic Submission: 1 Copy

- 2019 Community Investment Application
- Agency/Program Budget

Hard Copy: 1 Copy

- Original 2019
- Community Investment Application, with signatures
- Agency/Program Budget
- Applicant Agency Requirements & Criteria Form
- Current Agency Audit
- Current Agency IRS Form 990
- Federal 501(c)(3) Tax Exempt Form
- Board of Directors Roster