

# FREQUENTLY ASKED QUESTIONS

## Community Impact -Funding Application, 2010-2011

**Q. Should our funding request focus on the entire agency or a specific program?**

A. United Way of Northeast Arkansas has traditionally focused its funding on the operating budgets of the entire agency. With its move to community impact, United Way is requesting that applying agencies focus their requests on individual programs. Those programs should align with United Way’s Community Impact Priority Areas.

**Q. Who makes the funding decisions?**

A. United Way Board of Directors makes the final decision on funding through their deliberations and vote on the recommendations presented by the Regional Impact Committee. The Committee is comprised of volunteer community representatives across our eight counties. The Committee extensively reviews the applications, and ultimately develops a comprehensive regional funding strategy that is submitted to the Board.

**Q. What does United Way define as a program?**

A. A program is defined as a set of related activities and outputs, directed at the achievement of intended outcomes for a specific population, and that use a meaningful portion of the agency’s resources.

**Q. Can we choose to align our program with more than one Community Impact Priority Area, and select more than one intended outcome?**

A. No, please focus on the Priority Area for which your program most closely aligns. A program may influence secondary areas and outcomes, but will primarily contribute to results in one area and one leading outcome.

**Q. Why is this funding cycle 18 months in length as opposed to the traditional 12 month funding period?**

A. United Way of Northeast Arkansas is moving to a multi-year funding cycle. This is in recognition that measurable change regarding meaningful community issues is difficult and takes time. There is also recognition that it is preferable to focus time and attention on understanding and addressing those issues rather than completing the annual application process. However, it will be necessary to phase in this change with a one-time transitional funding period of 18 months.

**Q. Is a program viewed more favorably if it serves individuals and families in all eight counties in the region?**

A. No, preference is not given to a program that serves eight counties as opposed to a program that serves less than that. For example, one program may provide a service to all eight counties but that service may be available from multiple sources. Another program may meet a vitally important need in four counties, and access to such services may be somewhat limited beyond that program. And a third program may be the only source of a vitally needed service in a particular county. All three programs have merit, and it is the role of the Regional Impact Committee to consider and balance all the information and relevant factors and make a funding recommendation.

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**Q. Are there parameters on the percentage of the total program budget United Way will consider funding?**

A. There are many factors that influence the availability of resources for a particular program. One program may provide a service for which there is limited external funding. In that situation it is reasonable that the request to United Way may comprise a relatively high percentage of the total program budget. Another program may be eligible to apply for funding from multiple sources, and would be applying for a smaller percentage. It is up to each program to be realistic and reasonable in their request.

**Q. Is there a funding range for each Community Impact Priority Area?**

A. The Regional Impact Committee has decided not to limit the process by establishing arbitrary funding ranges. As stated in the question above, it is up to each program to be realistic and reasonable in requesting the needed funding to achieve the program’s intended outcomes. It is the responsibility of the Regional Impact Committee to consider all the variables and community information, along with the case for support made in the application, in reaching a funding decision.

**Q. How specific should we be in describing the target population, intended outcomes, and strategy for our program?**

A. Those topics were covered extensively in the outcome measurement training sponsored by United Way. Please refer to the participant training materials. Many additional resources are also available through a web search of the above terms.

**Q. Who would qualify as a partner or collaborator for our program?**

A. Programs are designed to produce measurable and meaningful outcomes in the lives of their clients. Partners or collaborators are necessary when a program cannot produce those outcomes alone, and requires complementary services to support their efforts.

**Q. What should we include in the 18-month budget for our program?**

A. The budget should include all revenue and expense sources necessary to support the achievement of the intended outcomes for the target population. Since it is for 18 months, both revenue and expense categories may include information that is both actual and projected. For example, you may have a grant request pending for the program, and that would be included.

**Q. How specific should we be in presenting the logic model for our program?**

A. The logic model was covered extensively in the outcome measurement training sponsored by United Way. Please refer to the participant training materials. In addition, technical assistance was made available to agencies interested in further developing and refining their particular model(s).

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**Q. How many outcomes should we be measuring as part of our performance measurement plan?**

A. That decision is up to each agency and program; however, it is advisable to measure no more than three intended outcomes. Guidance in the selection process was included in the training. Many additional resources are also available through a web search of the above terms.

**Q. After we submit the Program Proposal on or before January 15, 2010, when should we start working on the Funding Application?**

A. You will receive written feedback from the Regional Impact Committee advising whether or not to proceed to the full Funding Application. You will also receive information on the due date for the full Funding Application at that time. In the event that the Committee advises you not to proceed, you will be provided with follow-up options regarding your program request.

**Q. What are the dates of the 18-month funding period?**

A. June 2010 through December 2011