



The United Way of the Bradford Area, Inc.

P.O. Box 504 * 161 Main Street * Bradford, PA 16701 * 814-368-6181 * Fax 814-368-5300 * info@uwbanews.org * www.uwbanews.org *

Admissions and Allocations Policies and Procedures

POLICY

The United Way of the Bradford Area, Inc. abides by three (3) fundamental principles for allocating funds:

- Decisions about funding will be made by the entire Board of Directors of the United Way of the Bradford Area, Inc.
- Agencies which receive support will be held fiscally and ethically accountable
- Funds will be awarded with fairness and impartiality

STRUCTURE

The Board of Directors of the United Way of the Bradford Area, Inc., will review applications, present recommendations and vote on requests for proposals that meet and support the funding initiatives of the United Way of the Bradford Area, Inc.

PROCEDURES

Agencies meeting the criteria contained in this policy will submit an application for funding to the United Way of the Bradford Area, Inc., by the date established for funding to begin January 1st of the following year. Requests for funding will be accepted on an annual basis, with programs funded for a one (1) year period. Once applications have been received, the United Way of the Bradford Area Board adheres to the following:

- **PREPARATION:** The Executive Director and office staff of the United Way of the Bradford Area, Inc., will prepare all materials for board review.
- **APPLICATION REVIEW:** Board members meet to review all agency application materials, making notation of any information that needs further explanation; or recommending an agency representative appear before the board to discuss specific information relative to their proposal.
- **FACILITY VISITATION:** If the agency applying for United Way support has not been a funded agency in the past, if significant program modifications have taken place in an agency currently funded by UWBA or if the Board deems it necessary, an on-site visit of the facilities will be scheduled.
- **UWBA BOARD RECOMMENDATIONS/FINAL APPROVAL:** The Board will vote on their final recommendations at the November board meeting.
- **ANNOUNCEMENT OF AWARDS:** The United Way of the Bradford Area Inc. will announce the base allocation awards on December 1st of each year. These awards will be adjusted, if necessary, based on the totals of the United Way campaign. Once allocation awards have been determined all awards are considered final.

Admissions and Allocations Policies and Procedures continued

CRITERIA

In order to receive consideration for **Community Essentials** and **Community Building** funding from the United Way of the Bradford Area Inc., an agency must:

- Be a health and human service agency providing programs to the community that meet and support the funding initiatives of the United Way of the Bradford Area, Inc.
- Be a non-profit agency as defined by the Internal Revenue Service in Title 501 (c)(3) of its code.
- Be run by a volunteer Board of Directors, none of whom receives any remuneration from the agency.
- Execute agency agreement with the United Way of the Bradford Area, Inc.
- Provide a complete listing of all fundraising activities scheduled annually to the United Way of the Bradford Area, Inc. (**See Policy on Agency Fundraising**)
- Not conduct **any fundraising activity** during the time period from August 15th through December 1st of each year. (**See Policy on Agency Fundraising**)
- Agree to lend strength, support and active participation by naming a designated representative to participate in the annual United Way campaign.

In order to receive consideration for **Community Innovations** funding from the United Way of the Bradford Area Inc., an agency must:

- Be a health and human service agency providing programs to the community that meet and support the funding initiatives of the United Way of the Bradford Area, Inc.
- Be a non-profit agency as defined by the Internal Revenue Service in Title 501 (c)(3) of its code.
- Be run by a volunteer Board of Directors, none of whom receives any remuneration from the agency.
- Execute agency agreement with the United Way of the Bradford Area, Inc.
- Agree to supply all receipts for the Innovation request within six (6) months of the date awarded.
- Agree to supply a budget for the Innovation request.



United Way of the Bradford Area

The mission of the United Way of the Bradford Area is to raise and distribute funds for the purpose of community building and enhancing the quality of life in the greater Bradford Area.

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Policy on Agency Fundraising

AGENCY FUNDING

The United Way of the Bradford Area, Inc. recognizes agencies must obtain funding from sources other than the allocation amount provided from the annual campaign. While it is acknowledged that a fundraising partnership will generate greater total support for health and human service programs, the United Way, in stating this policy makes no attempt to limit the agencies ability to secure additional funding outside the campaign timeline. If however, an agency has the ability and resources to generate more revenue through year round fundraising, then application with the United Way of the Bradford Area, Inc. should be reconsidered.

CAMPAIGN BLACK OUT

No independent fundraising of any nature shall be scheduled, sponsored or conducted by or on behalf of United Way funded agencies during the period of August 15th through December 1st. The United Way of the Bradford Area, Inc., will adhere to a strict enforcement of this requirement.

Please refer to Conditions of Default in the Agreement of Participation.

COMMUNICATION OF AGENCY FUNDRAISING

At the time of application for funding, a summary of all fundraising activities planned by the agency (for the entire calendar year) will be required for submission as Attachment #10. Within thirty (30) days of completion of each activity, a special event follow-up report form is required summarizing the results of the activity. The United Way reserves the right to recommend that fundraising activities not be undertaken if such occurrences do not fall under the general guidelines provided in this policy.

GENERAL REQUIREMENTS REGARDING AGENCY FUNDRAISING

1. Agencies must follow all applicable local, state and federal laws that govern fundraising activities.
2. Agencies must offer the United Way an opportunity to indicate whether United Way affiliation should be identified during the fundraising project and if so, indicate that such supplemental fundraising is for additional support.
3. Fundraising efforts conducted by auxiliaries, alumni, booster groups and general members of funded agencies are governed by the same policies as those governing the agency itself.
4. The results of all fundraising activities must be submitted to the United Way, via a special event form, within thirty (30) days of the completion of the event.
5. Any additional fundraising activity not submitted as part of Attachment #10 must be communicated to the United Way of the Bradford Area thirty (30) days prior to the scheduled event. In addition, a special event follow-up report form must be submitted within thirty (30) days following the completion of the event.

Policy on Agency Fundraising **continued**

EXEMPTIONS

The following two (2) fundraising activities have been granted an exception due to their historical significance prior to the development and revision of this policy:

- Futures Annual Christmas Letter Campaign
- Salvation Army Christmas Kettle Campaign

Approved **Community Innovations** applicants are exempt from the following:

- Campaign black out restrictions
- Annual fundraising event follow-up reports

COMPLIANCE

Non-compliance with this policy will result in the following sanctions by the United Way of the Bradford Area, Inc.:

- Holding of monthly allocation check until compliance is achieved
- Reduction or discontinuation of annual United Way allocation
(Please refer to **Conditions of Default in the Agreement of Participation**)



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Request for Proposal Application

Introduction

The United Way of the Bradford Area, Inc. has designed its funding process to increase accountability to donors for allocated gifts and to provide specific, measurable outcomes from investing in an agency program. The following are descriptions of initiatives in which the United Way directs their allocations to programs in the Bradford community.

Community Essentials – 38% of United Way Funding

Programs that respond to community members in crisis and provide direct services for food, shelter, clothing, health, emergency services and protection from abuse/violence for those who cannot provide it for themselves.

Community Building – 52% of United Way Funding

Programs that respond to community needs/issues identified by the United Way and its constituents as those of highest priority and/or make a significant impact in our local community.

Community Innovations – 10% of United Way Funding

- **Purpose:** Maximum awards of up to \$1,500 designed to assist with programs independent of agency funding, but with the potential to impact the local community, encourage innovative approaches to meeting health and human service needs and produce specific, measurable outcomes.
- **Eligibility:** Strictly non-profits agency/organizations as defined by the Internal Revenue Service in Title 501 (c) (3) of its code.
- **Timeline:** October 1, 2011; January 1st, April 1st, July 1st and October 1st of 2012.
- **Application Process:** Organizations must complete and submit application materials including all applicable attachments to the United Way by the quarterly deadlines; the entire Board of Directors of the United Way of the Bradford Area, Inc. is responsible for reviewing all materials and recommending awards.
- **Proposal Evaluation:** The main focus of the review is to determine how the proposal impacts the local community; encourages innovative approaches to meeting health/human service needs and produces specific, measurable outcomes.
- **Awards:** Community Innovation awards will be announced after the completion of the board meeting. The United Way reserves the right to hold awards in circumstances where receipts of purchase or payment are required. Upon the completion of the program, the organization is required to submit a summary report detailing specific accomplishments.

If a grant is awarded, there is no guarantee of continued funding.

Note: Applicants are required to answer all questions in the following packet of materials. However, some questions may not be applicable to all organizations; please indicate N/A if that is the case. If clarification is required the United Way will contact the applicant. **Community Essentials** and **Community Building** funded organizations are eligible to apply for **Community Innovation** grants for programs otherwise independent of United Way funding.

PART #1 - Organizational and Agency Contact Information

Please complete your answers in the blank spaces below, thank you.

Name of Organization:

Purpose/Mission of Organization:

Name and Title of Contact Person:

Complete Address (City, State and Zip Code):

Phone:

Fax:

E-Mail:

Website:

Chairperson/President of Board of Directors

Name of designated representative(s) from your organization who will actively serve in the annual campaign: *(campaign speaker, special events, committee member, etc)*

**PART #2 Organizational and Agency Contact Information
continued**

	YES	NO	N/A
Is your organization recognized as exempt from taxation under 501 (C)(3) of the Internal Revenue Service? <i>Attachment #1 Required</i>			
Are the financial statements of your organization audited annually by an accredited accounting firm or an individual public accountant? <i>Attachment #2 Required</i>			
Does your organization practice non-discrimination? <i>Attachment #3 Required</i>			
Does your organization have an organized body of volunteers who serve as board of directors? <i>Attachment #5 Required</i>			
How often does your board of directors meet?			
Is your organization registered with the Department of State? <i>Attachment #6 Required</i>			
Does your organization use/rely on United Way funds as matching gifts for other sources of income? This information must be detailed in your budget and program narrative			
Does your organization employ a full time director? If yes, please list his/her name:			
In no, do volunteers fulfill the capacity of a director? If yes, please list the name of the volunteer who handles those responsibilities:			
Are the employees/volunteers of your organization bonded?			
Does your organization and its board of directors hold an annual meeting for its membership? <i>Attachment #7 Required</i>			
Does your organization carry directors/officers insurance? <i>Attachment #8 Required</i>			
Does your organization carry professional malpractice insurance? <i>Attachment #9 Required</i>			
Will your organization:	YES	NO	N/A
Support the United Way Campaign with an aggressive employee appeal?			
Allow for the solicitation of your board of directors?			
Support the testimony from staff, representatives from your organization and clients (when appropriate release is authorized) for annual marketing materials for the United Way?			
Communicate United Way support of your organization's programs by appropriately displaying the United Way brand mark on printed materials?			

PART #2 – Program Request and Narrative

Please take the opportunity to detail your organization's request for funding and to describe the specifics of your program. This section is required for each program for which you are requesting funding.

Name of Organization:

Program Title:

Funding Request in Dollars:

Current or New Program:

Is the program which you are requesting support currently funded by the United Way of the Bradford Area? *If yes, please list the amount in which your program is funded.*

What outcome will be evident if the United Way funds your program? Please provide specifics.

What type of documentation will your organization use to monitor and track the results of this allocation?

How would your program sustain itself if United Way funding was not approved or in the case of approval, a reduction takes place?

Please detail any significant changes in funding in the next year (both increases and reductions) you anticipate will directly affect your program:

Does your program receive state or federal funding? What requirements, if any, are placed on your organization to maintain the state or federal funding? Please briefly explain funding matches and other requirements:

What steps does your organization take to differentiate it from others who may offer similar services to our community?

Are fees charged relative to this program? If yes, please detail amount(s)below:

Does your organization utilize a sliding fee scale?

Agency Specifics

Please list the breakdown – percentage and number served – of your program's client population

	Male	Female
Infant (0-1 yrs)		
Young Child (2-5yrs)		
Older Child (6-12yrs)		
Teen (13-19yrs)		
Young Adult (20-39yrs)		
Adult (40-59yrs)		
Senior (60+)		

Ethnicity

What is the percentage of your program's client population's ethnicity?

	Male	Female
Caucasian		
Black		
Hispanic		
Asian		
Other – please indicate ethnicity		

Community Innovations Applicants Only:

	YES	NO
Based on the approval of funding for your program, the United Way of the Bradford Area will request your organization present receipts of purchase for reimbursement. Failure to submit receipts within six (6) months after the date the innovation awarded will result in suspension on funding. Will your organization be able to comply with this request?		
Has your organization requested funding from other sources? If yes, please list the names and sources below:		

Thank you for your application with the United Way of the Bradford Area!

List of Attachments Required

List of Attachments Required	
Attachment #1	Copy of IRS letter of determination of tax-exempt status
Attachment #2	Budget for the innovation request
Attachment #3	Copy of most recent 990
Attachment #4	Copy of non-discrimination policy
Attachment #6	Copy of letter from Department of State/Bureau of Charitable Organizations