



**UNITED WE FIGHT.
UNITED WE WIN.**

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United Way of Northeast Georgia

CI Grant Application Training

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Community Impact in Northeast GA



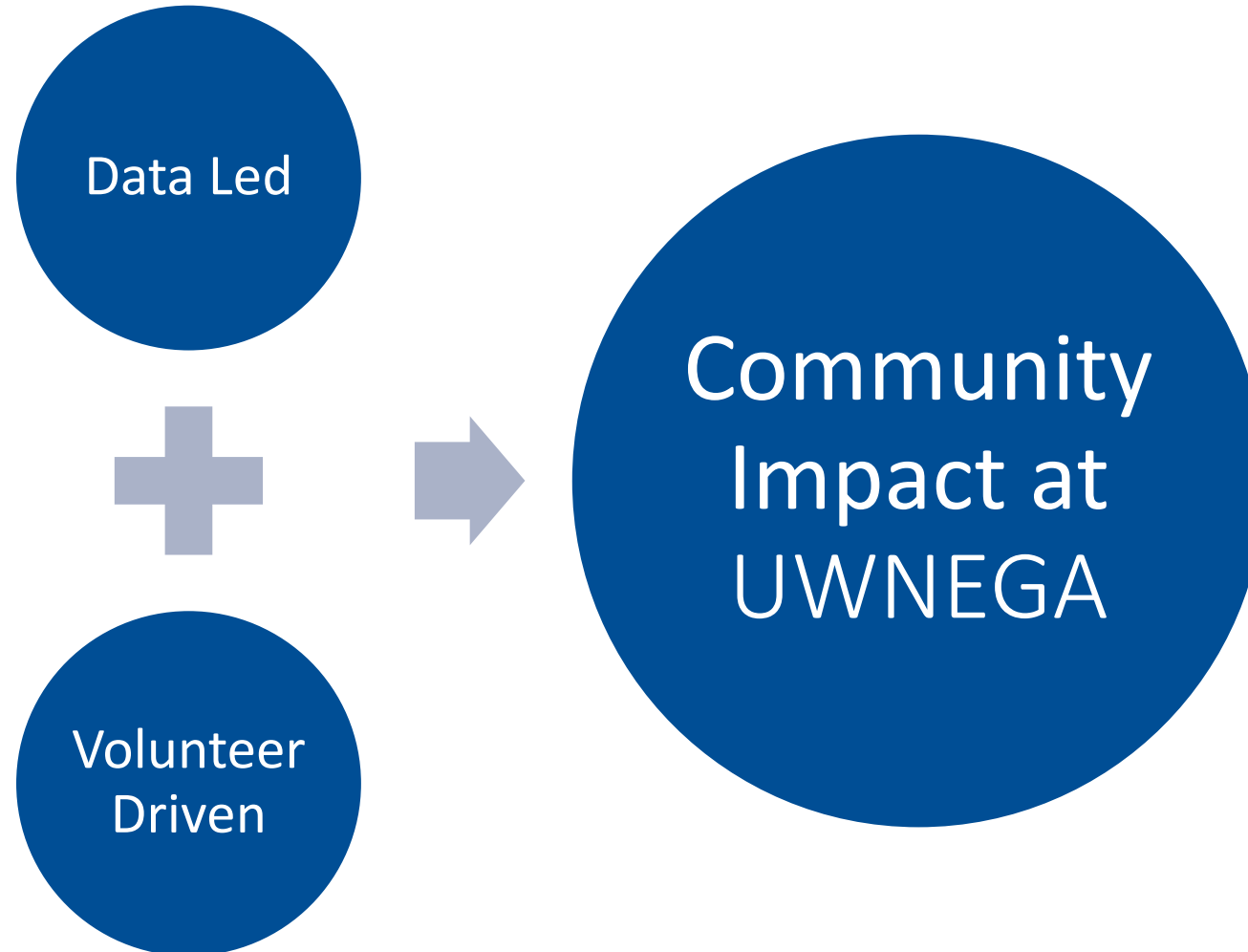
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What We Do

Community Impact Model Structure



Community Impact Model

Focus Areas

- Food
- Shelter
- Crisis Intervention and Stabilization
- Disaster Response

Basic Needs



- Meeting Developmental Milestones (children 0-5)
- Kindergarten Readiness
- Prenatal Care in First Trimester
- Caregivers increasing knowledge and skills

Early Childhood Success



- Postsecondary training, certification, and education participation
- Reducing Opportunity Youth (individuals 16-24 not working and not in school)
- Job Readiness/Retention

Workforce Development



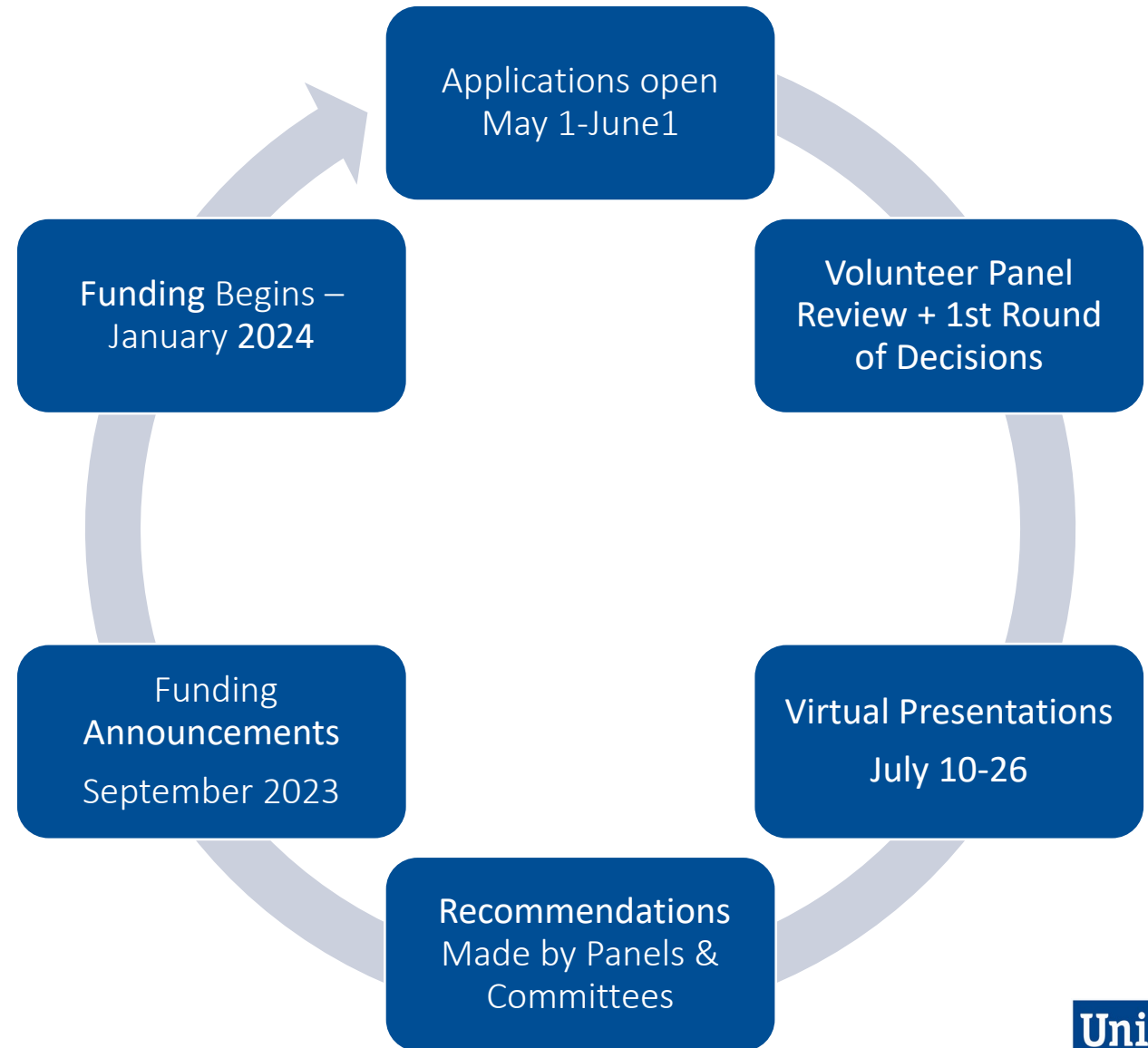
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Application Process



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Grant Application Process



Decision Process

Review Panels

- Early Childhood Success
- Workforce Development
- Basic Needs



Community Impact Committee



Board of Directors

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Best Practices for the Application Process



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Before You Begin...



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Have your documents ready!

- 2022 and 2023 Budget information
- Most recent 990
- List of Board of Directors
- Most recent financial compilation, review, or audit
 - *Compilation*: budgets less than \$100,000
 - *Review*: budgets \$100,000 to \$500,000
 - *Audit*: budgets \$500,000+





Key Concepts:

- What will this funding accomplish for those you serve long-term?
- What makes your program different/impactful?
- What kind of collaboration could bring your program to the next level?

Measure What Matters

- Be ready to share your program results from last year and estimate them for the next.
- **Outputs:** Services that reach the program's target population(s). Ex. Number of people served by a program.
- **Outcomes:** The change in condition of the target population. Ex. Percentage of children whose literacy improved as a result of the program



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Let's Try It Out!



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From the App:

- What is your agency's mission?

Answer A



To mobilize and motivate resources to meet the highest priority needs in Northeast Georgia.

Answer B



To ensure equitable access to career opportunities for every student in our county.

From the App:

- Give a brief overview of the program and its connection to the focus area you have chosen.

Answer A: Basic Needs



211 connects those in need to the resources that can help meet those needs through phone calls, texts and online searches. This makes basic needs resources more quickly and efficiently accessible.

Answer B: Workforce Dev.



This program provides child care and scholarships for our adult students with 1 of 6 risk factors so they can attend and complete our job readiness certification program to obtain career-trajectory jobs.

From the App:

- Describe the **community** need the applied for program seeks to address and how it applies to this **Focus Area's Indicators**.

Answer A:



At the current rate of funding this program is not able to handle the number of contacts it receives. It needs additional funding to hire the staff necessary to answer calls and texts.

Answer B:



In X County the number of 16-24 year olds who are not in school or working is as high as 21%, more than twice the state average. And those with children are at higher risk of not finishing high school and experiencing poverty.

From the App:

- Describe how the program addresses the community need stated above, and why it is the optimal approach to impact this Focus Area.

Answer A:



211 is an efficient response to what can often be a complicated social service navigation challenge. By providing accessible resource information it creates more streamlined social service sector and prevents needs from falling through the cracks.

Answer B:



By providing childcare alongside job readiness certification, we remove barriers to better employment. 50% of our participants cited childcare as the reason they did not finish other job readiness programs.

From the App: New Focus Area Q's

- **Basic Needs**

- How does your program follow-up with clients to learn about their long-term outcomes? Please describe challenges and successes in this area.

- **Early Childhood Success**

- How does your program directly engage the children you serve (if it does)?
- How does your program directly engage parents/caregivers (if it does)?

- **Workforce Development**

- Do you engage employers to create hiring opportunities or help with employee retention as part of your program model? If so, how? If not, why not?

From the App:

- How will this request for funding increase the quantity or quality of program services and client outcomes? Will being granted less impact the quantity or quality of service this program delivers and/or its clients' outcomes?

Answer A:



This request will allow us to increase coverage, reduce hold times and therefore increase the % of people who get resource information and help. We need the full amount to hire another call agent.

Answer B:



This funding will allow us to provide childcare subsidies for all of our students. Current grant funds only allow for us to do so for those experiencing 1 of 6 specific risk factors.

From the App:

- What is your current measure of success and why is that your benchmark? It needs to apply to the Focus Area.

Answer A: Basic Needs

We measure success based on the % of contact needs for which we have a referral. We are hitting 85% as of now. We are working on measuring the % of those who receive assistance, but cannot control the referred organizations.



Answer B: Workforce Dev.

We succeed when participants complete a certificate program and obtain a job or begin school within 3 months of completion. Currently 50% of participants are achieving this goal, but we hope new employer partnerships will help.



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Budget and Measurement Forms



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e-CImpact Walkthrough

[Application Portal](#)

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When you are applying...



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Remember these points



USE THE RESOURCE
TAB

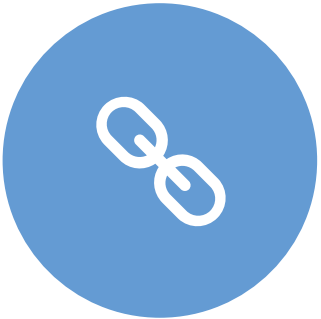


USE QUANTITATIVE AND
QUALITATIVE DATA



READ “?” NEXT TO
QUESTIONS FOR MORE
INFO

Remember these points



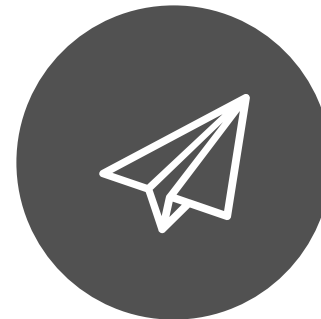
Use the unitedwaynega.org link to apply.



Pay attention to the Q&A Function



Ask UW Staff
Mark Madison
mmadison@unitedwaynega.org
706-543-5254



Save the e-Cimpact
email: admin@e-cimpact.com

Don't forget...



Ask for feedback

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Frequently Asked Questions



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Questions You Asked

- How and when might Impact Areas Change?
- How much funding is available?
- How much should we ask for?
- What reporting is expected?

Answers

- How much funding is available?
 - Between \$800,000 and \$850,000
- How much should we ask for?
 - An amount that would significantly impact what you can do.
 - No more than 20% of programs/services budget on 990.
 - No less than \$5,000

Answers

- How and when might Impact Areas Change?
 - Every 3 years we evaluate indicators, every 5 years we consider Focus Areas.
- Reporting expectations
 - Quarterly check-in, 6-month and 1-year output and outcome report based on your application.

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Real-Time Q&A



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THANK YOU
FOR GETTING INVOLVED.
CHANGING LIVES.
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