**MARSHFIELD AREA UNITED WAY**

**2019 APPLICATION INSTRUCTIONS & FAQ**

*Thank you for your interest in applying for funding from Marshfield Area United Way. Please follow the instructions carefully. Our volunteers need clear, concise and complete information to enable them to review your request. United Way staff is available to answer technical questions about the application. For more information call: 715-384-9992 or email:* *unitedway.paula@solarus.net*

1. Applications must be **submitted** to the United Way website by **Friday, November 16, 2018, by 4:00 p.m**.
2. Please note which items are required one time only.
3. You may bring supplemental information such as brochures or newsletters to the review panel.
4. Answer all questions in the order given.
5. Be clear, concise and complete.

**FREQUENTLY ASKED QUESTIONS**

1. **What is a “health or human service agency?”**

Those whose principal objective is to improve conditions necessary to achieve *fundamental* physical, social and/or psychological wellbeing. We will consider funding health and human service *programs* of agencies with other principal objectives, as long as the health or human service impact is clear.

1. **What is the Program Budget?**

 We fund specific programs or services for which the impact can be clearly identified, rather than providing general agency funding. Some very small agencies may have just one program. In that case, your Program Budget may be your entire agency budget. For multi-county agencies, the budget should reflect only services to be provided in the Marshfield Area. Agencies applying for funding for more than one program should fill out the Application Form (3) Sections B – E1 and Program Budget Form (4) for each.

1. **What period should I use for the Budget Years?**

We are requesting a 12 month period—what does it take to operate this program for one year.

1. **Why is some of the information requested in more than one place?**

The redundancy is intentional. It makes it easier for the volunteers to quickly review a number of applications. Thank you for your understanding.

1. **What geographic area does Marshfield Area United Way fund?**

 We support services provided in Arpin, Auburndale, Granton, Greenwood, Loyal, Marshfield, Neillsville, Pittsville, Spencer and Stratford. For multi-county agencies, the proposed outputs and outcomes, as well as, the budget should reflect only those services provided locally.

1. **What are the funding priorities?**

Our three funding priorities and related outcomes are listed below:

**EDUCATION** – Cradle to Career support for academic success.

**Priority Outcomes:**

* School Readiness (early childhood education, early literacy, school supplies…)
* School Success (support for struggling students)
* Parental Support and Skill Enhancement
* Increase the number of Mentors, Tutors and Readers

**FINANCIAL STABILITY** – Financial stability and independence for individuals & families served by MAUW.

**Priority Outcomes:**

* Income Supports
* Affordable Housing
* Manageable Expenses

**HEALTH** – Safe and Healthy Communities

**Priority Outcomes:**

* Safe Home and Community
* Access to Supportive Health Services
1. **How much will United Way fund?**

We are unlikely to fund the full cost of any program and expect agencies to have other funding sources.

1. **How will our application be evaluated?**

**EVALUATION CRITERIA -** Review Panel members will use the following criteria for reviewing proposals.

**30% COMMUNITY NEED:** Does the program address a recognized health and human service need in our community? Is the need consistent with MAUW mission and Funding Priorities? How serious is the problem?

**30% IMPACT:** How well does the program demonstrate a meaningful linkage between community needs, program activities and outcomes? Will the program provide a meaningful volume of services and/or people served? Will United Way funding make a difference?

**20% ABILITY AND EVALUATION:** Does the agency have a history of reliability? Are there adequate staff and resources to conduct this program? Does the program plan seem sound? Are clear goals and objectives written? Are measurable outcomes evident? How well does the agency/program demonstrate the ability to deliver and measure proposed outcomes?

**20% FINANCIAL MANAGEMENT:** Is the financial information presented clearly & accurately? Does the agency have a balanced budget? Does the agency have adequate reserves? Is there diversified funding? Is other funding available? Will funds requested from MAUW support direct client services? Are overhead expenses a reasonable % of total?