**MARSHFIELD AREA UNITED WAY - 2026 FUNDING APPLICATION INSTRUCTIONS & FAQ**

Thank you for your interest in applying for funding from Marshfield Area United Way. Please follow the instructions carefully. The volunteer Community Impact Committee reviews numerous applications. Please provide clear, concise, and complete information.

United Way staff are available to answer technical questions about the application.

For more information call: 715-507-5005 or email: ashley@marshfieldareaunitedway.org.

**TIMELINE**

* October 7, 2025: Application for 2026 United Way funding available
* December 5, 2025: Application submission deadline
* Week of February 2, 2026: Program Interviews
* Week of March 2, 2026: Notice to Agencies
* March 23, 2026: Completed Partnership Agreements due back to United Way Office

1. Applications and all supporting documents must be submitted electronically by **Noon on** **Friday, December 5, 2025** to [ashley@marshfieldareaunitedway.org](mailto:ashley@marshfieldareaunitedway.org). Paper copies will not be accepted.
2. Please refer to the Document Checklist for required documentation. Note that some documents are required one time only.
3. You may bring supplemental information such as brochures or newsletters to the Community Impact Committee interview; please do not submit with application.
4. Answer all questions in the order given.
5. Be clear, concise, and complete.
6. If you are applying for multiple programs, please submit one application, but clearly note each program you are apply for funding for within the application. Please note that all agencies (regardless of number of United Way funded programs) are eligible for up to 20% of the total grant dollars available for the 2026 funding year.
7. Late and/or incomplete applications will NOT be considered.

**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 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 reach and outcomes as well as the budget should reflect only those services provided locally.

1. **What are United Way’s Impact Areas?**

Our three funding priorities are Youth Opportunity, Financial Security, and Healthy Community. Details on these funding focus areas, their reach, and outcomes can be reviewed in Appendix A.

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

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

1. **Appendix A is new to the application. Do I need to complete it? If yes, how do I complete it?**

You must submit the Impact Area sheet(s) of Appendix A which include Reach and Outcomes that your program will report on. Your program may select Reach and Outcomes from more than one Impact Area. Your program must select a total of at least two (2) Reach and two (2) Outcomes for your application and include the corresponding projected numbers served. These are the data points you will report on throughout the funding cycle.

1. **What period should I use for my reporting?**

We are requesting a 12-month period as our committee is looking to understand what it takes to operate each program for one year.

For numbers served, we ask for reporting on the funding cycle year which is April 1 thorough the following March 31 (with some data requested for the first six months of the cycle).

For budget and finance related data, we ask you to report on your agency’s fiscal year.

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.

1. **What should I expect and provide during my interview with the Community Impact Committee?**

You will visit with the Community Impact Committee for approximately 30 minutes. Most of the time will be yours to share about the work you are doing in the community. Please remember to save a few minutes for questions at the end.

**Please note:**

* You are welcome and encouraged to bring a guest with you able to provide a brief testimonial or personal success story from your program.
* Due to the quick turnaround time between interviews, PowerPoint presentations are NOT allowed.

**Suggested format for interview:**

* Overview of the program(s) for which you have applied for funding from United Way
* Highlights of your program from the past year
* Challenges experienced over the past year
* Success story (either told by you or a guest attending with you)

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

The application review and evaluation process will proceed as follows:

**Before Agency Interview/Presentation**

**1. Initial Screening**

* Ensure applications meet basic eligibility criteria (e.g., complete submission, non-profit status, finance committee document review). Note: the finance committee/CIC may request further information pending financial data review.

**2. Reviewed by Community Impact Committee: Scoring Using Funding Matrix (see below)**

* Each committee member independently scores applications using the matrix.
* Scores are averaged to rank proposals.

**Funding Matrix**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Category** | **Criteria** | **Weight** | **Score (1-5)** | **Total** |
| **Alignment** | Alignment with United Way mission and impact areas | 30% |  |  |
| **Impact** | Potential community reach and measurable outcomes | 25% |  |  |
| **Feasibility** | Realistic and achievable project plan | 20% |  |  |
| **Sustainability** | Likelihood of continued impact post-funding | 15% |  |  |
| **Fiscal Accountability & Transparency** | Cost-effectiveness, financial oversight, and sound financial practices & health | 10% |  |  |

**Scoring Guidelines**: Use a 1-5 scale (1 = poor, 5 = excellent). Multiply the score by the weight to calculate the total.

**After Agency Interview**

**3. Committee Discussion and Selection**

* Discuss/provide feedback on application to ensure alignment with impact areas.
* Provide funding recommendations to the Board of Directors.

**4. Approval**

* Community Impact Committee Chairperson(s) will present recommendations to the Board of Directors for final vote and approval.
* If approved, notice & agreement will be presented to grantee along with instructions for next steps.