

UNITED WAY OF WINNESHIEK COUNTY

Application for Financial Allocation 2021

Our Mission: To enrich lives in the Winneshiek County area by providing leadership, advocacy and resources.

Thank you for your interest in receiving funding from the United Way of Winneshiek County. The deadline to submit the application for 2021 distributions for United Way of Winneshiek County funds is April 15, 2020. Please provide detailed and complete answers to the requested information within the application.

Many factors weigh into the scoring of applications. Items reviewed will include a demonstration of need, community support, community impact, and strength of the organization. This year's applications will be scored on the following criteria:

- **Organization Mission**– Does the agency mission and goals align with the mission and goals of the United Way of Winneshiek County?
- **Sustainability** – The probability the agency will be successful with or without United Way of Winneshiek County funds.
- **County Focus** – The need for the program within Winneshiek County and how the proposed outcomes will impact the county.
- **Funding Details** – Strength and specificity of information provided describing funding request.
- **Technical** – Is submitted application on time and complete?

Refer to the Obligations of Participation section from the United Way By-Laws as found on our website under the Funding Application Tab.

Please note that the funds being applied for with this application are distributed beginning January 2021 and are disbursed quarterly throughout the calendar year.

Submit the completed application form along with any necessary attachments to the United Way of Winneshiek County's Allocation Committee at PO Box 165, Decorah, IA 52101 or email to unitedwaywincco@gmail.com no later than **4 pm** on **April 15, 2020**. Electronic submissions are accepted and encouraged.

Agency: _____

Phone: _____

Address: _____

Email: _____

Executive Director: _____

United Way Representative: _____

2020 Agency Total Budget: \$ _____ 2021 United Way Request: \$ _____

How many years has your agency been in existence? _____ (By-laws require minimum of 3 years)

Mission of your agency:

How would these United Way of Winneshiek County funds be used? Mark one:

- Program Overhead Expense Employee/Volunteer Training Other
(Salaries, mileage, supplies, etc)

In detailed narrative, discuss how the funds would be used. Be as specific as possible. Attach quotes and additional sheets as needed.

Explain agency fundraising events that have occurred in the past 2 years and events you are considering for the coming year.

Fundraising events that are scheduled in Winneshiek County during the United Way Campaign require permission of the United Way of Winneshiek Co Board of Directors. List below any events the United Way board needs to be made aware of that occur during the United Way campaign (August – October 2020).

For publicity purposes, please provide a brief description of the services provided by your program. Include an impact statement about how your United Way allocation will benefit others in Winneshiek County. This information will be used in preparing a United Way brochure and other campaign activities.

Are the below numbers reflective of Agency or Program numbers? Mark one.

PERSONS SERVED	Actual in 2019	Expected in 2020	Proposed 2021
in Winneshiek County:			
Other persons served:			
STAFFING	Actual in 2019	Expected in 2020	Proposed 2021
Professional/Management			
Support/Clerical			
Volunteer Staff			

Paid staff turnover ratio ____ / ____

Are the below numbers reflective of Agency or Program numbers? Mark one.

REVENUE	Actual in 2019	Expected in 2020	Proposed 2021
United Way of Winneshiek Co			
Other United Ways			
Foundations & Private Grants			
Contributions-General			
Government			
Fundraising & Special Events			
Program Service Fees			
Investment Income			
Miscellaneous Revenue*			
TOTAL REVENUE			

*If the Miscellaneous Revenue is large-please attach a form showing the break down

EXPENSES	Actual in 2019	Expected in 2020	Proposed 2021
Salaries, Benefits & Payroll Taxes			
Program Supplies & Equipment			
Occupancy & Utilities			
Travel & Vehicles			
Specific Assistance to Individuals			
Organization Dues			
Miscellaneous Expense			
TOTAL EXPENSES			

Attach a form to explain unusual expenses and significant variances from year to year.

ATTESTATION: Board Chairperson or Executive Director must initial 1 – 9 below to attest.

1. _____ The agency certifies that United Way funds will be used for stated purposes.
2. _____ The agency has 501 (c) 3 status with the IRS. **Attach.** Applications without this document will be considered incomplete.
3. _____ The agency will actively participate in the annual United Way campaign from August through October.
4. _____ The agency will actively contribute to fundraising efforts by contributing either a golf Hole sponsorship or team at the Annual United Way Golf Benefit.
5. _____ The agency will participate in at least 1 event besides the golf outing during the year.
6. _____ An agency representative will attend the required meetings on July 16, September 17, October 15 and November 19, 2020.
7. _____ The agency will not conduct special fundraising events in Winneshiek County during the months of the official United Way campaign, except with prior consent obtained from the Board of Directors. (Refer to question on page 2 asking to list such events).
8. _____ The agency will keep comprehensive and accurate financial records.
9. _____ Funds provided by the United Way of Winneshiek County will only be used in Winneshiek County.

If United Way of Winneshiek County funds have been received in prior year, submit the Use of Funds report with the application.

By signing, I agree to meet the expectations of the United Way of Winneshiek County Board. If expectations are not met, I understand my funding could be decreased by up to 25%.

Printed name and Title of Board Chairperson or Executive Director

Signature of Board Chair or Executive Director

Date