

Community Investment FAQ

The following information serves to answer some common questions about Community Investments at UWS.

Q: How can a nonprofit become a United Way Agency and qualify for funding?

United Way Suncoast seeks to build partnerships with organizations that align with our focus areas. While there is no one, set way to become a “UWS Partner Agency” we do post opportunities to apply for community investment grants on our website. Grants are reviewed competitively or directly invested for a specific project, and there is no “pre-approved list” to join in advance. Qualifications for funding will vary, though typically we require organizations to have at least one individual full-time dedicated to the organization (paid or volunteer) and to have been operating for three years.

Q: What is the decision-making process and who is involved?

Programs led by UWS are informed by the strategic plan set down by our executive team and board of directors. UWS program directors make decisions on who to fund or solicit proposals from to support internally led initiatives.

For competitive investments, the parameters are designed by the Data & Investments and Community Impact teams, with applications reviewed by volunteers trained in our process. The final recommendations are made by members of our volunteer Community Impact Committees (CIC) across our region, with final approval resting with the Board of Directors.

Q: How is an organization held accountable for the funding they receive?

UWS must hold itself accountable in its role as a collaborator and convener to the same extent that funded programs must hold themselves accountable for their results.

In addition to the strength of our review processes, virtually all funding contracts contain reporting requirements for the outputs and outcomes of each program, as well as demographics and narrative successes when applicable. Our Data Analysts review and react to this data quarterly, with constant communication between UWS and our partners for how to improve and grow in our impact together. CIC members also review program results throughout the year.

Q: What is the value of UWS Community Investments? Can't I just give to the nonprofit of my choice?

Our investments align a diversity of programs and services with results and activities we know help ALICE families. 100 programs working toward a shared goal has greater impact than 100 working separately. UWS work and partner work is independent *and* interwoven.

We are not a “pass through” for fundraising dollars to become investments. Our investments **multiply** the impact of those dollars by **convening** together like-minded leaders, adding value and validity to the outcomes achieved, and opportunities for technical assistance and collaboration beyond the value of the check provided. Our investments support programs but also fuel relationships, allowing us to make individual level change as well as influence conditions for community level change.

Place Focus

Within the counties we serve, we focus on neighborhoods, ZIP codes and school attendance zones where our investments and partnerships will do the most good.

ALICE Communities

Asset Limited, Income Constrained, Employed. Hardworking, and yet struggling residents who have little or no savings and are one emergency from falling into poverty.

Aligned Programs

Defined programs achieving shared community goals in early learning, financial stability and youth success. We invest in the success of the total program, not just in the part funded by our dollars. By investing in a cohort of programs, we hope to support system and population level changes in our areas of focus.

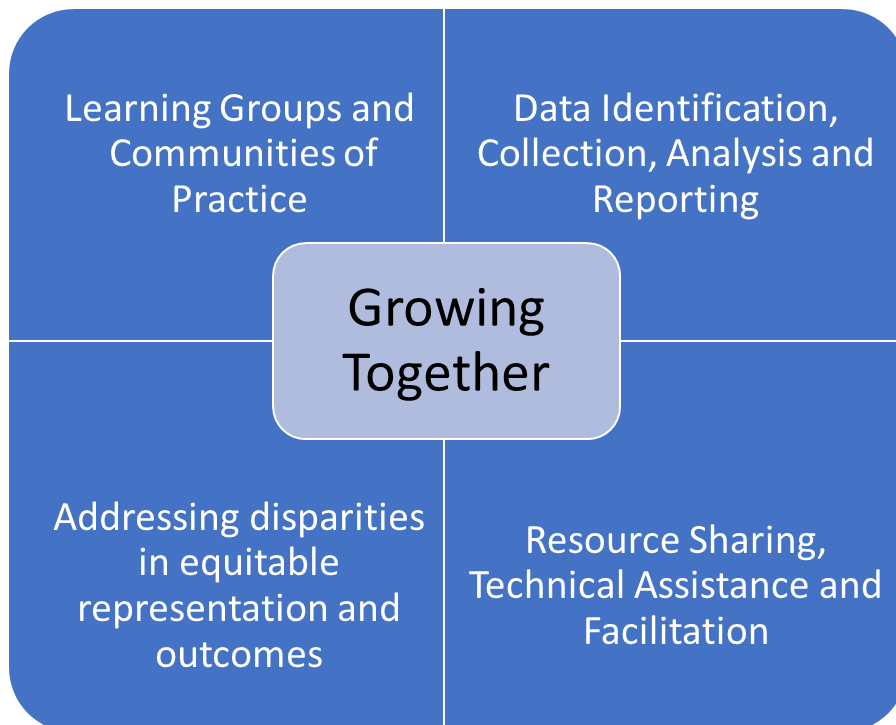
Long-term Collaboration

The funding process is initially competitive, in the long term we are seeking partners who can help us to achieve and measure collective impact and collaborators who can share in learning from successes, challenges and new opportunities.



United Way Suncoast

HOW AND WHY WE FUND



United Way Suncoast



unitedwaysuncoast.org

Revised July 2022