



Heart of West Michigan United Way

2017-2018 Community Impact Grants

Funding Principles & Eligibility Requirements

A THRIVING COMMUNITY FOR ALL

hwmuw.org



Heart of West Michigan
United Way

Heart of West Michigan United Way Funding Principles

Overall guiding principle: Proposals should be consistent with Heart of West Michigan United Way’s mission: “We unite community resources to invest in solutions that reduce poverty in West Michigan”

1. Heart of West Michigan United Way investments will focus on achieving measurable results - community level and program level – which will be identified in the Focus Areas & Information Sheets (which will be outlined in the Request for Proposal package).
2. United Way prioritizes three bodies of work: family stability, youth education, and financial security through workforce development.
3. United Way prioritizes support for services to the most vulnerable and underserved people in our community.
4. United Way prioritizes funding for services and programs that address racial disparities. We are intentional about funding organizations that deliver effective, culturally competent services that work to reduce racial disparities.
5. United Way prioritizes support for programs, services, and strategies where our investment and involvement leverages other funds, is part of a larger partnership, and/or plays an integral role in the human services system.
6. United Way serves all of Kent County, and we balance funding support across the county in relation to community needs.
7. United Way considers the impact of funding shifts from the public sector as well as other nonprofit agencies – to the extent that it affects our ability to accomplish our identified goals – when making our funding decisions.
8. United Way funds high-performing agencies. Where there are low-performing or noncompliant agencies, funding will be reduced or discontinued. This can be based on outcome successes, reporting compliance, material deficiencies, or other noncompliance.

Eligibility Requirements

Any organization that meets the eligibility requirements may apply. All applicants must meet and provide evidence (if requested) of the following requirements:

- Health and human service organization located in and primarily serving residents in Kent County
- Incorporated or chartered under appropriate local, state or federal statutes
- Abide by federal and state laws regarding non-discrimination and anti-terrorism
- Have an active, locally based, volunteer board of directors that meets at least four times per year, makes policy decisions, and holds election of officers
- Have an administrative structure with defined lines of responsibility, a mission statement, and bylaws
- Demonstrate two years or more of financially stable operational experience
- Perform a regular budgeting process and be able to submit reviewed or audited financial statements following Charity Navigator guidelines (According to Charity Navigator Guidelines: when total annual gross income exceeds \$500,000, financial statements should be audited in accordance with generally accepted auditing standards. For charities that gross less than \$500,000 annually, a certified public accountant. For charities that gross less than \$250,000 annually, an internally produced, complete financial statement is sufficient to meet this standard.)
- Provide a copy of IRS Form 990, if the form is required by the United States Internal Revenue Service
- Have current license, certification, and permits, if applicable
- Demonstrate effectiveness of programs/services or activities through measurable outcomes
- Provide and maintain an organizational Diversity and Inclusion policy

Contact Information:

For general eligibility questions please contact:

Bob McKown, Senior Director

(616) 752.8639

rmckown@hwmuw.org.