

United Way of Frederick County Unity Campaign 2021 Criteria and Guidelines

These guidelines offer general guidance and are not a guarantee of application acceptance to the Unity Campaign. Each application is evaluated on its potential value to Frederick County; the quality of planning, leadership, support and vision expressed; and the relative need for the program proposed.

Eligibility:

Nonprofit organizations that have federal tax exempt status as a section 501(c)(3) public charity or public non-profit organizations that have been authorized to receive tax deductible donations are eligible to apply. Religious organizations are eligible to apply for projects without a sectarian component. The nonprofit must provide services within Frederick County and funding requested must only be used to benefit Frederick County residents.

Organizations must comply with all regulations of the state, county and federal government pertaining to proper licensing, health and safety requirements and operation within the State of Maryland and certify they are in compliance with the USA Patriot Act and other counterterrorism laws. Organizations accepted into the Unity Campaign must also abide by a memorandum of understanding, which outlines responsibilities and reporting requirements related to campaign funds.

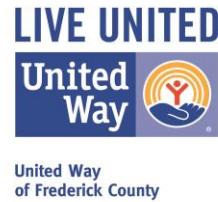
Selected campaign partner organizations will be invited to future involvement with United Way including but not limited to participation in Day of Action, Workplace Giving Campaigns, Summer Serve, Impact Councils, Special Event Fundraisers and/or co-marketing of United Way events.

Funding Considerations:

Permissible funding includes direct service costs and/or personnel costs associated with a new project, current projects, or expansion of projects as described in the submitted application.

Funding Priorities:

Proceeds from the 2021 Unity Campaign of Frederick will go to organizations that work in the areas of health, education and financial stability for the benefit of households at or below the [ALICE \(Asset Limited, Income Constrained, Employed\) threshold](#). [See our Community Impact Strategy Map for more detailed information](#).



Preference is given to projects or programs that:

- Leverage funds in addition to any Campaign Funds
- Are collaborative projects
- Utilize volunteers
- Demonstrate measureable outcomes
- Encourage more effective/innovative use of limited community resources

Funding requests will be considered for the following types of projects:

- One-time project: Immediate needs such as purchase of equipment and/or a specific initiative.
- On-going project: Funding to continue an already established project.

Limitations:

United Way cannot meet every community need. Unity Campaign funds are not for the following:

- After-the-fact support
- operating deficits

Confidentiality:

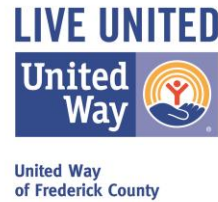
Although the deliberations and discussions of the committee are strictly confidential, United Way staff will share information with other individuals and agencies as needed. To assist the applicant, United Way staff may discuss general concerns and questions with the applicant.

Decision-Making and Application Review Process:

Upon receipt of the completed applications, the requests will go through a community impact review process by United Way of Frederick County. The Unity Campaign Review Committee is comprised of community leaders who volunteer their time to review applications on an annual basis and make recommendations to the full board of directors. As a steward of community dollars, United Way requires thorough evaluations of all requests received. The evaluation process may include requests for additional information. Final decisions on all applications rest with the United Way of Frederick County Board of Directors.

Conflict of Interest Policy:

United Way of Frederick County maintains a strict conflict of interest policy for its Board, staff and volunteers to ensure independence and integrity in its recommendations. Staff and volunteers may not accept any form of compensation, gifts or favors from any organization or representative that anticipates submitting an application to United Way or that has already submitted a proposal or has received United Way funding in the past.



Reporting Requirements:

United Way of Frederick County requires accountability and transparency in all aspects of our operations. Organizations selected will be required to complete an outcome report form no later than August 15, 2022. In addition to the requested information please consider including any additional information or material that you feel is relevant to the project. Consider including pictures of the event, news or media coverage and testimonials from participants. Completed reports will be submitted electronically to United Way.

Diversity, Equity and Inclusion Statement of Principle:

United Way of Frederick County opposes all forms of discrimination and actively strives to be a model of diversity, equity, and inclusion. The Board of Directors, staff, volunteers, and programs proudly reflect the Frederick County community, its many faces, cultures, and walks of life. We embrace each person's social or economic status, gender, gender identification, ethnicity, religion, age, sexual orientation, and physical or mental abilities. We respect and value diverse life experiences and heritages and ensure that all voices are valued and heard.

Timeframe:

United Way is required to fully review and evaluate all applications, resulting in a decision-making and approval process that normally takes at least four weeks. Agencies will be notified of acceptance into the Unity Campaign by United Way by the week of November 2nd, 2020. A lack of requested information or an incomplete application would delay the decision-making and approval process.

Please contact Malcolm Furgol for additional information:

Malcolm Furgol, Director of Community Impact
United Way of Frederick County
629 N Market Street
Frederick, MD 21701
240-578-4007
mfurgol@uwfrederick.org