United Way
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United Way
of Greater Rochester
and the Finger Lakes

United Way of Greater Rochester and the Finger Lakes

Community Impact Multi-Year Program Grant Application Guide

Funding Opportunity for 2024 and Beyond
January 2024
Deadline Monday, April 1, 2024 by 5pm ET

Land Acknowledgement

We acknowledge that the lands upon which we reside and gather are the ancestral territories of the indigenous peoples of Turtle Island.

In what is now known as Genesee, Livingston, Wyoming, Ontario, Wayne, and Monroe counties in New York State, these include but are not limited to the Haudenosaunee (ho-deh-no-SHOW-nee) Confederacy, the Seneca (SIN-uh-kuh), Cayuga (kuh-YOO-guh), Onondaga (ah-non-DAH-gah), Oneida (oh-NY-duh), and Tonawanda Nations.

We honor the sacred lands as we continue to curate, develop, and sustain an inclusive culture and climate across our six-county region.

Our Mission

Our mission is to mobilize the goodwill and resources of our community so that everyone can thrive.

United Way of Greater Rochester and the Finger Lakes encompasses 5,144 square miles of rural, suburban, and urban neighborhoods, and brings together more than 50,000 donors, 14,000 volunteers, 600 workplaces, and hundreds of nonprofit partners to address the region's biggest human services challenges.

United Way is Committed to an Equity-Driven Six-County Culture

At United Way of Greater Rochester and the Finger Lakes, we believe in the transformative power of equity. In our unwavering commitment to the residents of six diverse counties, we champion a future where every individual, regardless of their background or circumstances, has equal access to opportunities that empower them to thrive.

Through collective giving via our Community Impact Fund and input from our community, everyone can participate in our mission to foster an inclusive society where everyone, irrespective of their race, gender, socioeconomic status, or abilities, can flourish. We tirelessly support initiatives that bridge gaps, break barriers, and create pathways to success. By investing in youth opportunities, financial security, community resiliency, and healthy communities, we pave the way for sustainable change.

United, we can turn the tide, break the cycle of inequality, and ensure that every individual has the chance to write their own success story.

For General Inquiries

For general inquiries for staff of the Office of Community Impact, please contact us via ciadmin@uwrochester.org. We will endeavor to respond to your inquiry within 48 hours during work weekdays.

Overview of Community Impact Multi-Year Program Grant

Community Impact Multi-Year Program Grant provides support for impact-driven multi-year community programs that engage one or several impact areas. For the region, impact-driven multi-year programs engage the complexities of their communities to understand the critical issues and participate in creating solutions for transformative change.

Powered by United Way's Community Impact Fund, approximately $6M will be allocated for multi-year programs for funding in 2025. Agencies will have the option of selecting multi-year funding for 2-years, 3-years, or 5-years, with an understanding that 5-year program grants can re-apply for only a 2-year grant. Additional funding opportunities are available via the Impact-Driven Funding Opportunities webpage.

Eligibility Criteria

- Agencies within United Way of Greater Rochester and the Finger Lakes' six-county region—Genesee, Livingston, Monroe, Ontario, Wayne, and Wyoming counties.
- An agency has had exemption from Federal Income Tax under Section 501(c)3 of the IRS Code since January 1, 2023.
- Agencies that operate the same program in multiple counties should apply under one program application. Please do not submit multiple applications for the same program functioning across multiple counties.
- Agencies are willing to sign and comply with the requirements of funding outlined in the United Way Partnership Agreement. A sample Partnership Agreement is available in the Resource Center.

Grant Periods

The community impact multi-year program grant is available for 2-years, 3-years, or 5-years grant periods. Grant periods for less than five years have the option to re-apply for additional funding in 2026. Multi-year grant applications will typically open every 2-to-3 year; such as Year 2026, Year 2029, and Year 2031.

Application Timeline

The application timeline is an overview of what to anticipate in the flow of how community impact multi-year grants will function.

Preview of Grants Portfolio	Application Opens	Inquiry Sessions	Application Deadline	Application Review Period	Initial Application Notifications	Official Award Letter Notifications
January 2024	January 16, 2024	January, February, & March	April 1, 2024, by 5pm ET (no exceptions)	April – June 2024	July 2024	November 2024

Information Sessions

United Way Funding Opportunities for 2024 and Beyond

Tuesday, January 16, 2024
9am to 10:30am ET
University of Rochester Medical Center
School of Nursing, Helen Wood Hall Auditorium
255 Crittenden Boulevard, Rochester, NY 14642
Parking is available in Lot 14.

During this session, we will provide an overview of our updated grants portfolio, focusing on the new community impact multi-year program grant. Our presentation will cover program grant periods, United Way impact areas, and the program grant application process.

Session available virtually or in-person.

General Information Session One: Multi-Year Funding Opportunity
Tuesday, February 6, 2024, 1pm ET (Virtual Session)
This session endeavors to review the application process: how to apply (eCImpact), eligibility requirements, and more with Q&A to follow. Sessions are recorded for information purposes. Zoom link will be available via [webpage](#).

General Information Session Two: Multi-Year Funding Opportunity
Monday, February 26, 2024, 1pm ET (Virtual Session)
This session endeavors to review the application process: how to apply (eCImpact), eligibility requirements, and more with Q&A to follow. Sessions are recorded for information purposes. Zoom link will be available via [webpage](#).

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General Information Session Three: Multi-Year Funding Opportunity

Monday, March 18, 2024, 1pm – 3pm ET (Drop-In Hours)
Agency representatives are welcome to visit United Way of Greater Rochester and the Finger Lakes at the 75 College Avenue location for technical assistance. Sessions are recorded for information purposes.

General Information Session Four: Multi-Year Funding Opportunity

Tuesday, March 19, 2024, 10am – 12pm ET (Drop-In Hours)
Agency representatives are welcome to visit United Way of Greater Rochester and the Finger Lakes at 75 College Avenue for technical assistance. Sessions are recorded for information purposes.

Important about e-CImpact

The deadline for asking questions and receiving e-CImpact technical assistance is March 25, 2024, at 5 pm.

Overview of Grant Periods

Community Impact Multi-Year Program Grant provides support for impact-driven multi-year community programs that engage one or several impact areas. For the region, impact-driven multi-year programs engage the complexities of their communities to understand the critical issues and participate in creating solutions for transformative change.

The following presents scenarios of grant periods for each type of grant length.

Two-Year Grant Period Cycle

For applications seeking two-year grant periods, the following chart outlines the funding period and re-application options. Please note re-applying for additional funds can occur once for the same program.

	2024	2025	2026	2027	2028	2029	2030	2031	2032
Two-Year Grant Application	Application for this grant type is open.	Two-Year grant period active from Jan 2025 to Dec 2026.		Renewal grant for three-year period active from Jan 2027 to Dec 2029.			Two-Year grant period for new program active from Jan 2030 to Dec 2031.		And the pattern continues.
			Eligible to re-apply for a three-year grant cycle.			Eligible to apply for a new program 2-, 3-, or 5-year grant (funding starting in 2030).		Eligible to re-apply for a 2-or-3-year grant cycle.	

Three-Year Grant Period Cycle

For applications seeking three-year grant periods, the following chart outlines the funding period and re-application options. Please note re-applying for additional funds can occur once for the same program.

	2024	2025	2026	2027	2028	2029	2030	2031	2032
Three-Year Grant Application	Application for this grant type is open.	Three-Year grant period active from Jan 2025 to Dec 2027.			Renewal grant for two-year period active from Jan 2028 to Dec 2029.		Two-Year grant period for new program active from Jan 2030 to Dec 2031.		And the pattern continues.
			Eligible to re-apply for a two-year grant cycle.			Eligible to apply for a new program 2-, 3-, or 5-year grant (funding starting in 2030).		Eligible to re-apply for a three-year grant cycle.	

Five-Year Grant Period Cycle

For applications seeking five-year grant periods, the following chart outlines the funding period and re-application options. Please note re-applying for additional funds can occur once for the same program.

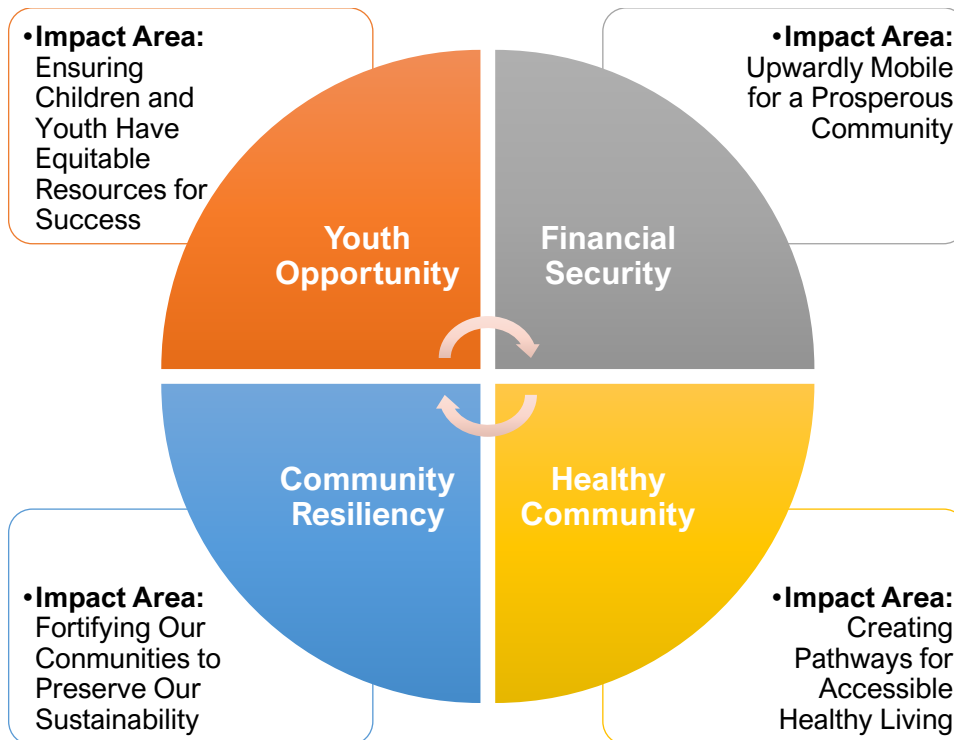|	2024	2025	2026	2027	2028	2029	2030	2031	2032
Five-Year Grant Application	Application for this grant type is open.	Five-Year grant period active from Jan 2025 to Dec 2031.					Renewal grant for two-year period only active from Jan 2030 to Dec 2031.		New application cycles are eligible for application for a new program(s).
						Eligible to re-apply for a two-year grant cycle only.			

Overview of United Way Impact Areas

United Way of Greater Rochester and the Finger Lakes is anchored by impact areas that empower the action of our mission—mobilizing the goodwill and resources of our community so that everyone can thrive.

The impact areas—youth opportunity, healthy community, community resiliency, and financial security—are components that are closely tied to the Social Determinants of Health. In short, our impact areas are akin to Engel and Romano's Biopsychosocial Model Approach which informs us there are biological, psychological, and social factors that impact every facet of the human experience from prenatal to adulthood.

Each impact area has its distinct contributions for the goodwill within in our region; however, all impact areas collectively work together for the betterment of individuals, families, and other communities.

All communities—regardless of race or ethnicity, social class, gender identity, religious or faith-based identity, (dis)abilities, or any other identity marker—within our six-county region are our priority. There is heightened attention to ALICE. ALICE is not one person, they stand for Asset Limited, Income Constrained, Employed, and represents nearly 120,000 households in the region who live above the Federal Poverty Level, but below the cost of living. We all know ALICE—they may be a friend, relative, or a coworker. United for ALICE is a useful resource.

- **Impact Area:** Ensuring Children and Youth Have Equitable Resources for Success

- **Impact Area:** Upwardly Mobile for a Prosperous Community

Youth Opportunity

Financial Security

Community Resiliency

Healthy Community

- **Impact Area:** Fortifying Our Communities to Preserve Our Sustainability

- **Impact Area:** Creating Pathways for Accessible Healthy Living

The following section explores each impact area for depth and clarity.

Name of Impact Area	**Ensuring Children and Youth Have Equitable Resources for Success**
Short Impact Area Name	Youth Opportunity
Definition	Children and youth—from birth to age 21—enter school ready, are successful in primary school, graduate secondary school and gain the knowledge, skills, and credentials to obtain family-sustaining employment.
How This Works	Programs and work performed within this impact area aims to address gaps in access, opportunities, quality, and resources related to transition to kindergarten, advancing academic and enrichment pursuits, student resilience and family engagement, advocacy for equitable education, and credentials essential for success in the workplace (e.g., mentoring, tutoring, skills development).
Strategies for Success	The strategies that aid the effectiveness in this impact area are:

- Provide individualized/group supports for students, especially those academically at-risk;
- Engage families to support development and in-school success;
- Engage families to support early childhood development;
- Partner with schools and community-based organizations to support in-school learning, whole-school, wrap-around supports;
- Enable college/university and career access; just to name a few.

Name of Impact Area	**Upwardly Mobile for a Prosperous Community**
Short Impact Area Name	Financial Security
Definition	Individuals gain great jobs and effectively manage their resources. All persons have access to the necessary tools and opportunities to increase income, build wealth, and improve financial stability.
How This Works	Programs and work performed within this impact area aims to address gaps in access, opportunities, quality, and resources related to asset building, financial counseling, lowering costs and accessing benefits (e.g., tax credits, public benefits), and efforts to help individuals attain family-sustaining jobs that offer opportunities for advancement (e.g., job training, career readiness, workforce development).
Strategies for Success	The strategies that aid the effectiveness in this impact area are:

- Increase access to jobs, workforce development, and career advancement opportunities;
- Provide access to financial products, services, and income supports (e.g., financial education, coaching, tax preparation, bank accounts, lines of credit);
- Increase access to affordable housing and/or home ownership; just to name a few strategies.

Name of Impact Area	Creating Pathways for Accessible Healthy Living

Short Impact Area Name   Healthy Community

Definition   Individuals and families have access to healthcare and improve their health. Families and individuals have their basic needs met, safe places to live, and social and emotional connections to positively impact their quality of life.

How This Works   Programs and work performed within this impact area aims to address gaps in access, opportunities, quality, and resources related to helping to meet residents' basic needs, healthcare access, prenatal and maternal support, legal aid, social services, and more.

Strategies for Success   The strategies that aid the effectiveness in this impact area are:

- Increase access to physical, mental, dental, and social services;
- Enhance physical environments to support individual and community well-being (e.g., affordable housing, community gardens, walking paths);
- Address gaps and disparities in healthcare access and outcomes (e.g., community health workers, preventative health screenings); just to name a few strategies.

Name of Impact Area	Fortifying Our Communities to Preserve Our Sustainability

Short Impact Area Name   Community Resiliency

Definition   Addresses the communities' urgent needs of today for a better tomorrow. Individuals and communities will have access to disaster relief & recovery, emergency preparedness, crisis hotline & support, and environmental stewardship & sustainability.

How This Works   Programs and work performed within this impact area aims to address gaps in access, opportunities, quality, and resources related to helping to meet residents with access to immediate needs, including food, housing, and water, help community residents rebuild and heal, address environmental challenges that are disrupting communities' ways of life, and more.

Strategies for Success   The strategies that aid the effectiveness in this impact area are:

- Support short term disaster relief (e.g., emergency food, housing, and utilities/rent assistance);
- Support long-term disaster recovery work (e.g., long-term housing, rebuilding infrastructure, mental health needs);
- Address environmental sustainability (e.g., air quality, clean water, sustainable land use);
- Support efforts to mitigate impacts of disasters;
- Apply an environmental justice/equity approach to disaster and environmental work;

- Advocate for state/local policy change (either individually or as part of broader coalitions); just to name a few strategies.

Overview of Multi-Year Program Application

The Community Impact Multi-Year Program Grant is a program grant application. The following components are a part of the application.

Eligibility Criteria Reminder

- Agencies within United Way of Greater Rochester and the Finger Lakes' six-county region—Genesee, Livingston, Monroe, Ontario, Wayne, and Wyoming counties.
- An agency has had exemption from Federal Income Tax under Section 501(c)3 of the IRS Code since January 1, 2023.
- Agencies that operate the same program in multiple counties should apply under one program application. Please do not submit multiple applications for the same program functioning across multiple counties.
- Agencies are willing to sign and comply with the requirements of funding outlined in the United Way Partnership Agreement. A sample Partnership Agreement is available in the Resource Center.

The following categories and components are the elements that make up the program application.

General Agency Information

- Organization Name
- Organization Address
- Organization County Location(s)
- Organization Main Contact Phone Number
- Organization Main Contact Email
- Head of the Organization
- Organization's Mission Statement

Program Overview

- Name of the Program (please develop a name that speaks to the essence of the program)
- Name of the Program's Primary Contact
- Program's Primary Contact Email
- Program's Primary Contact Phone Number
- Primary Mailing Address
- Program Site Address(es) (please indicate full addresses inclusive of street address, city, state, and zip code)

County(ies) Program Operates

- Genesee
- Livingston
- Monroe
- Ontario
- Wayne
- Wyoming

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Program: Impact Area Alignment

- United Way Impact Area(s) (select one or more areas that the program encompasses)
    - Creating Pathways for Accessible Healthy Living (Healthy Community)
    - Upwardly Mobile for a Prosperous Community (Financial Security)
    - Ensuring Children and Youth Have Equitable Resources for Success (Youth Opportunity)
    - Fortifying Our Communities to Preserve Our Sustainability (Community Resiliency)

- Type of Program
    - Before and/or afterschool program for children/youth
    - Mentoring
    - Tutoring
    - Employment related (e.g., career readiness, job skills training, job placement)
    - Basic needs
    - Aging-in-place services
    - Housing/shelter-related
    - Civil legal services
    - Health care access
    - Case management/service coordination
    - Family support (including prenatal)
    - Disaster relief and recovery
    - Emergency preparedness
    - Crisis hotline and support
    - Environmental stewardship and sustainability
    - Other (please indicate a classification program type)

Program: Grant Length

If application is approved, program grant lengths are for the specified calendar years. Renewal of grant options are contingent upon maintaining annual reports, engagement with Program Officers/Community Relationship Managers, fulfilling the conditions of the Partnership Agreement, and participation in the annual campaign, just to name a few.

- Two-year program grant
- Three-year program grant
- Five-year program grant

Program Exploration: Short Answer

Please address the following areas with complete statements. No more than seven sentences are recommended as an appropriate response for each question.

For the use acronyms, please spell out the acronym and indicate the letters in parenthesis, and feel free to use acronyms throughout short answer statements.

Points will not be deducted for slight grammatical and punctuation errors; however, it is strongly recommended short answers are proofread for clarity and consistency.

Statement of Need
Describe how your program addresses unmet needs within our community(ies). Please use data to support the community need, as well as explaining why your organization is best positioned to meet this need.

Program Overview
Provide a brief summary or objectives of the program and how it aligns with current United Way priorities as outlined in the Application Guide.

Describe the major activities and services offered. Include details on the typical frequency and duration of each of the activities and services, including average length of service and the point at which service is complete.

Program Participant Demographics and Engagement Overview

Number of individuals to be served by program in 2025.

Describe the characteristics of the people the program serves, including risk/protective factors, demographics, unmet needs, and how the program/services will meet the need.

Describe any eligibility criteria for participation (e.g., living in a certain geographical area, income threshold level, etc.) and how eligibility is determined.

Describe how you will identify and engage potential program participants in program services.

Program Staffing

Indicate the Number of Full-time Program Employees.

Indicate the Number of Part-time Program Employees.

Indicate the Number of Program Volunteers.

List staffing (paid and volunteer, front line staff, and/or management) involved in conducting and supporting the program, including titles, relevant credentials and/or qualifications, and roles in program operation. The titles of staff should match those listed in the staff sections of your Program Budget.

Projected Program Measurement

List up to five projected outcomes or results you plan to expound as part of your annual reporting, in the event the program receives funding from United Way.

Please briefly describe WHAT types of data will be collected to monitor the outcomes indicated. Please also describe HOW the data is collected, recorded, and monitored. Include details: when data is collected—e.g., as a pre-and-post-assessments of services offered—or how the data is captured—e.g., a proprietary database; an Excel spreadsheet, etc.

Analysis: describe how outcome and other data collected by the program is analyzed and used to make program improvements.

Equity-Driven Consumer Focus

Describe any efforts your program incorporates a culturally-relevant perspective; trauma-informed serves; or DEIBJ efforts (diversity, equity, inclusion, belonging, and justice)—inclusive of staff education and learning.

Intentional, Strategic Collaboration

How does the program demonstrate meaningful, client-centered collaboration with other organizations? Describe any partnerships and/or collaborations the agency has established to enhance service delivery and/or support outcomes or participants in this program. Please include only major partners in the service delivery and not funding partners or referral sources. If none, please indicate n/a.

Program Budget

Use the following section to share the program budget with the system's budget form. Projected program budget income and expenses are anticipated for two years regardless of grant length request.

- Calendar year 2024: January 1, 2024 to December 31, 2024
- Calendar year 2025: January 1, 2025 to December 31, 2025

Please note that the budget form should be filled in with income and expenses related to program operations. United Way funds programs within the six‑county region—Genesee, Livingston, Monroe, Ontario, Wayne, and Wyoming.

- <u>Do not submit</u> the budget for the entire agency.
- <u>Do not include</u> income/expenses associated with program activities that occur in any other counties the program might operate in.
- Income and expenses should be cash garnered/expended only and not include the value of in-kind donations or non-cash expenses like depreciation.

Program Budget Information

Will the United Way grant be used to meet a matching requirement for another funding source?

If the United Way grant will be used to meet a matching requirement for another funding source for operations in this county, please give details including funding source and amount. For example: "We receive a $20,000 grant from XYZ agency supporting our aging services program that requires a 25% ($5,000) match of nongovernmental funds. The United Way request of $2,500 would be used to meet half of the matching requirement."

Please describe how United Way funding will be used to support the program (e.g., covering a service that is not reimbursable through other funding, supporting a new program component, etc.). How will receipt of a United Way grant help this program operate as it is intended?

Please provide an explanation for any significant increases or decreases from the projected 2024 or 2025 budget. If there are none, please indicate n/a.

Commonly Used Terms

The list of commonly used terms is available to strengthen any descriptions or phrases for the multi-year program grant application. These terms awaken understandings related to a welcoming equity-driven six-county region.

Access: Strictly speaking, access means being able to get what you need, being able to enter a space, and being able to connect with policy makers and leadership.

Accessibility: Intentionally creating programs, events, educational opportunities, and other offerings to be easily usable for individuals with disabilities.

ALANA: An acronym that stands for African American, Latino/a American, Asian American & Native American.

Anti-Black Racism: Anti-Black racism is the attitude and practice that involve the construction of Black people as fundamentally inferior and subhuman (Gordan, L. R., 1995).

Anti-Racist: One who is expressing the idea that racial groups are equals and none needs developing and is supporting policy that reduces inequity (Kendi, I. X., 2019).

Anti-Semitism: Also known as anti-Jewish hatred and Judeophobia (fear of Jews), is the belief or behavior hostile toward Jews just because they are Jewish. It may take the form proclaiming the inferiority of the Jewish people or through political efforts to isolate, oppress, or otherwise injure them physically, through vandalism of Jewish spaces, or otherwise.

Bias: Prejudice in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair. Unconscious or implicit bias refers to biases that we carry without awareness (definition developed by the Kirwan Institute).

BIPOC: An acronym that stands for Black, Indigenous, and people of color.

Community Impact: The creation of positive community change aimed to improve the lives of residents and address underline community conditions (United Way Worldwide, 2023).

Climate: The extent to which an organization successfully promotes fairness [supported by] strong norms for fair interpersonal treatment along with the promotion of policies associated with these practices (Dwertmann, et al., 2016)

Culture: Defined as "how we do things around here." Because policies, processes, and practices have such an impact on outcomes, examining and improving the university culture is a key element in making the university more equitable and inclusive. Policies, processes, and practices such as how decisions are made, how budgets are allocated, and who is involved in those decisions should be considered as we work toward a more inclusive culture. (Davis, A., 2019)

Cultural Pluralism: Recognition of the contribution of each group to the common civilization; it encourages the maintenance and development of different lifestyles, languages, and convictions. It is a commitment to

deal cooperatively with common concerns. It strives to create the condition of harmony and respect within a culturally diverse society (Pusch, 1979).

Culturally Responsive: Dr. Gloria Ladson-Billings defined culturally responsive instruction as "a pedagogy that empowers students intellectually, socially, emotionally, and politically by using cultural referents to impart knowledge, skills, and attitudes" in her book *The Dreamkeepers* (1994).

Disability/Disability Inclusion: Understanding the relationship between the way people function and how they participate in society and making sure everybody has the same opportunities to participate in every aspect of life to the best of their abilities and desires. (www.cdc.gov)

Discrimination: The behavioral manifestation of prejudice involving the limitation of opportunities and options based on particular criterion (i.e., race, sex, age, class).

Diversity: Refers to demographics and representation—people from a wide range of backgrounds, identities, and life experiences represented throughout the community. Consideration of diversity includes, but is not limited to, race, ethnicity, gender, religion or faith beliefs, political beliefs, cognitive styles, sexual orientation, gender expression, physical ability, and socio-economic status. (Davis, A., 2019).

DEIBJ: An acronym that stands for Diversity, Equity, Inclusion, Belonging, and Justice.

Equity: A term that focuses on outcomes. For example, it is possible to have a diverse population, but have outcomes for that population, in terms of leadership opportunities, promotion, or other recognitions, that do not reflect its demographics. Equity is thus different from equality — equality means treating all members of the community the same. However, because of generations of unequal treatment throughout the history of our country, education generally, supporting equitable outcomes often calls for giving different support to different groups. (Davis, A., 2019).

Gender Identity: Gender identity is a term used to refer to an individual's internal identification with being male or female. In contrast to sexual identity, gender identity is focused on one's view of oneself, rather than one's attractions to others. Although it is often conflated with sexual identity in the literature, gender identity is a distinct construct. (Balsam, K. F. & Lehavot, K., 2013).

Identity: The feeling of being included in a group or culture (definition developed by the Kirwan Institute).

Inclusion: The ability and freedom to express all aspects of one's identities at work (Ferdman, 2015; Nishii, 2012; Roberson, 2006).

"ISMS": A way of describing any attitude, action, or institutional structure which subordinates (oppresses) a person or group because of their target group, color (racism), gender (sexism), economic status (classism), older age (ageism), youth (adultism), religion (i.e., anti-Semitism), sexual orientation (heterosexism), language/immigrant status (xenophobism), etc. (definition developed by the Kirwan Institute).

Hegemony: Hegemony is the power or dominance that one social group holds over others. But hegemony is more than social power itself; it is a method for gaining and maintaining power. (Lull, J., 1995).

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Heteronormative: Heteronormative ideology refers to the belief that there are two separate and opposing genders with associated natural roles that match their assigned sex, and that heterosexuality is a given. (van der Toorn, J., Pliskin, R., & Morgenroth, T., 2020).

Homophobia: Encompasses a range of negative attitudes and feelings toward homosexuality or people who are identified or perceived as being lesbian, gay, bisexual, transgender, queer (LGBTQ). It has been defined as contempt, prejudice, aversion, hatred or antipathy, may be based on irrational fear and ignorance, and is often related to religious beliefs.

Islamophobia: The fear, hatred of, or prejudice against the Islamic religion or Muslims generally, especially when seen as a geopolitical force or the source of terrorism. Several scholars consider Islamophobia to be a form of xenophobia or racism, while others see it's as a form of religious discrimination.

Latina/o/x: General term used to reference persons from Latin America—the endings of "a," "o," and/or "x" represent a more gender-inclusive term and is contested by some members of the community.

LGBTQ+/Queer: is an initialism that stands for lesbian, gay, bisexual, and transgender. To recognize this inclusion, a popular variant adds the letter Q for those who identify as queer or are questioning their sexual identity; LGBTQ has been recorded since 1996.

Person first: The usage of "a person with" different abilities, a person who is deaf or hard of hearing.

Power and Economics: The engine that "drive" a system that provides a rationale and elements of cognitive dissonance that is divisive.

Prejudice: A negative attitude toward a person or group, based on pre-judgment and evaluation, often using one's own or one's group's standards as the "right" and "only" way (definition developed by the Kirwan Institute).

Privilege/Internalized Entitlement: Concrete benefits of access to resources and social rewards and the power to shape the norms and values of society, unconsciously or consciously. There are unearned entitlements—things that all people should have—such as feeling safe in public spaces, free speech, the ability to work in a place where we feel we can do our best work, and being valued for what we can contribute. When unearned entitlement is restricted to certain groups, however, it becomes the form of privilege that Peggy McIntosh calls "unearned advantage." Unearned advantage gives whites a competitive edge we are reluctant to even acknowledge, much less give up. The other type of privilege is conferred dominance, which is giving one group power over another: the unequal distribution of resources and rewards (definition developed by the Kirwan Institute).

Racism: Structures that determine and regularly create racial inequity; institutional norms that sustain White supremacy by allowing the ongoing subordination of minoritized persons; individual actions (both intentional and unconscious) that produce marginalization and cause harm on people who come from marginalized backgrounds, such as BIPOC (Harper, 2009; Harrell, 2000; Jones, 2000).

Sexual orientation: Sexual orientation describes a person's enduring physical, romantic, and/or emotional attraction to another person (for example: straight, gay, lesbian, bisexual).

Transphobia: The fear, hatred, disbelief, or mistrust of people who are transgender, thought to be transgender, or whose gender expression doesn't conform to traditional gender roles.

Eligibility Requirements

What are the eligibility requirements to apply for a grant?
The agency submitting the application:
- Agencies within United Way of Greater Rochester and the Finger Lakes' six-county region—Genesee, Livingston, Monroe, Ontario, Wayne, and Wyoming counties.
- An agency has had exemption from Federal Income Tax under Section 501(c)3 of the IRS Code since January 1, 2023.
- Agencies that operate the same program in multiple counties should apply under one program application. Please do not submit multiple applications for the same program functioning across multiple counties.
- Agencies are willing to sign and comply with the requirements of funding outlined in the United Way Partnership Agreement. A sample Partnership Agreement is available in the Resource Center.

My organization does not yet have a 501(c)(3) ruling from the IRS but has applied for one. Can we apply for a grant?
Unfortunately, no. United Way can only accept applications from organizations that have already received tax exemption status from the IRS.

Our organization operates under a fiscal sponsor. May we apply for a grant?
No; not for the Community Impact Multi-Year Program grant. There are other grant opportunities available via United Way's Resources for Nonprofits webpage.

Does the *program* or the *organization* need to have been in existence since January 1, 2023?
The *organization* would need to be in existence since January 1, 2023. The *program* may have been in existence or existed since 2023 or prior. The community impact multi-year program grant is not seeking new programs or programs that have not produced outcome data. Programs without outcome data are not eligible to apply for funding.

Community Impact Grant Application Process

How do I apply for an Impact Grant?
Our entire application process is online in our e-CImpact grants portal at https://agency.e-cimpact.com/login.aspx?org=34485F along with resources to help you build your application.

Do I have to use the online application system?
Yes. All applications and reports must be submitted through our online grants management system, e-CImpact.

Do I have to have an account to access the online application in e-CImpact?
Yes. An account is required to access and submit an online application.

If your agency is NOT currently receiving a Community Impact Fund grant, you will need to request access. Go to https://agency.e-cimpact.com/login.aspx?org=34485F, scroll to the bottom of the page, and click on the "Click here to add your agency to e-Cimpact" button. After completing the form, the person submitting will receive an email notification within two business days. The agency must have a valid EIN and 501(c)(3) status since

January 1, 2023, to be approved. After the agency account is approved, the person who has set it up can add additional agency users as necessary.

If your agency is currently receiving a Community Impact grant, your agency is already set up within e-Cimpact. If you do not have a user account, contact someone at your agency that already has access to e-Cimpact to add you. As an agency's e-Cimpact account includes sensitive information, including staff salaries on budget forms submitted as part of applications and reports, we ask that agencies determine who has access and add additional users themselves.

I've forgotten my password. What should I do?
If you have forgotten your password, go to https://agency.e-cimpact.com/login.aspx?org=34485F and click on "Forgot your password?". You will be prompted to enter your username and a temporary password will be sent to your email. Log in with the temporary password. e-Cimpact will then require you to set a new password before proceeding further.

I've forgotten my username. Can you help?
In most cases, your username is the same as the email address you used to create your online account. The exception is if you have more than one account because you work for more than one organization. In that case, email ecimpact@unitedwayrocflx.org to request your username.

Can I save and continue my application at a later time?
Yes, you can save your work on any application form by clicking "Save My Work" at the bottom of the page. Remember to come back to finish all forms and submit before the deadline! Please check out the e-CImpact Resource Center which contains resources on navigating the system and completing your application.

Will I receive an email confirmation that my application was submitted and received successfully?
Yes. Once all forms are completed and ready to submit, the "Submit This Application Now" option will appear at the top of the page. Enter your email in the box next to "Send Submission Confirmation Email To:," then click on "Submit This Application Now."

Is my organization's information kept private when I apply online?
United Way takes your privacy seriously. We do not sell or share personal information about you or your grant application with other people, companies, or organizations.

Can I submit an application prior to the deadline?
Yes, grant applications will be accepted prior to the deadline.

Will I have an advantage by submitting a request sooner than the deadline date?
No. Submitting a request before the deadline will not guarantee approval nor garner additional points.

Can I apply for grant funds for more than one program?
Yes. You will need to create a program profile within e-Cimpact for each program for which you are requesting funding. You will also need to complete the mandatory forms and attachments for each program before submitting the application.

Can a United Way Community Impact team member speak to me about my application prior to submission?

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To remain impartial and fair to all applicants, United Way is unable to review the applications of anyone seeking funding or provide any guidance or advice around the details to include within your narrative.

Would you be able to review our proposal for input before final submission?
No. To remain impartial and fair to all applicants, United Way is unable to provide any input on proposals.

Are there programs United Way will not consider for Impact Grant funding?
While important services for our community, United Way is unable to provide grants for the following services for the community impact multi- year program grant:
- Summer youth programs;
- Medical care;
- Pilot, demonstration, or start-up programs; and
- Capital expenditures.

For program currently funded by United Way, do those programs receive an advantage in the application process?
No. Each application will be reviewed through a blind evaluation process where the name of the agency and program are hidden from the reviewer.

If a proposed program also has funding from non- United Way sources, will it be considered for funding?
Yes, we welcome and encourage applications for programs with additional funding sources that leverage United Way investments.

What is the minimum or maximum amount I can apply for?
There are no minimum or maximum amounts applicants can request per budget year. Our average grant size ranges between $30,000 and $200,000 depending on numbers served, type of service and scope of impact.

Does United Way recommend a specific percent for overhead?
No.

Will United Way consider funding programs that are operated by multiple agencies?
Yes. We are highly encouraging of collaborative programs that include a diverse set of partners with a clearly defined decision-making structure. Funding partners must have a designated lead agency that is an eligible 501 (c)(3) and acts as the fiscal sponsor for the collaborative.

If my agency is a United Way donor option agency and applies for a grant, will my organization still receive these funds?
Yes, however, donor option dollars are the first dollars towards a program grant and will be restricted to use for that grant. Community Impact Fund programs do not receive their donor designations *in addition* to their program grant. Should your donor option designations exceed your program grant amount, you will receive all dollars above the grant total.

Application Review and Notification Process

Whom can we contact to discuss our grant application after we submit it?
United Way staff will not be able to discuss your application.

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How are applications reviewed and what can I expect in terms of feedback?

United Way employs a rigorous review process. Applications will be scored by multiple reviewers using a blind review process (e.g., agency and program names will not be visible to reviewers). We will contact you if there are any questions about your submission. Because of the large volume of applications that we will likely receive, we are unable to provide individual feedback on every application.

When is the award/start date?

United Way will notify successful candidates by the end of July 2024. Program funding will begin January 1, 2025. The grant award amount is dependent upon the amount available through United Way corporate and individual donors specifying a donation to the Community Impact Fund.

I have a question not asked here. How can I ask it and get it answered?

Potential applicants can ask content-related questions at the Informational Sessions held on January 16, February 6, and February 26. Additionally, potential applicants can post questions on our Slack Channel. All persons with a registered user account in e-CImpact will get an invitation to the Slack Channel. Applicants needing assistance with utilizing the e-CImpact platform to complete the application can attend the March 18 or March 19 drop-in session noted on page 5. Additionally, questions can be sent to eCImpact@unitedwayrocflx.org.