

**SALINA AREA UNITED WAY
MAKE A DIFFERENCE GRANT
POLICY AND STANDARD OPERATION PROCEDURE**

Make A Difference Grant Policy
Revised February 2021

Questions or Concerns Contact
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I. PURPOSE:

The purpose of the Make A Difference Grant is to fund identified community needs. Consideration will be given to requests that align with the mission of the Salina Area United Way.

The mission of the Salina Area United Way (SAUW) is to strengthen our community. SAUW priority areas and community goals are:

HEALTH: To increase the number of youth and adults who are healthy and avoiding risky behavior

EDUCATION: To raise the graduation rate

FINANCIAL STABILITY: To reduce the number of families who are financially unstable

II. FUNDING

Total funds available for Make A Difference Grants shall be determined annually by the SAUW Board of Directors. SAUW cannot meet every community need. SAUW does not fund the following: annual fund drives, building funds, operating deficits or after the fact support, direct or grassroots lobbying, religious purposes, medical research, academic research, or events sponsorship.

An organization may only receive the Make A Difference Grant once within 12 months. Exceptions may be made in cases when the organization requesting funding serves as the fiscal agent for another organization. Due to limited funding, partial grants may be awarded. The maximum annual grant award will not exceed \$10,000.

Funding may be used for a new or existing project/program.

SAUW staff and volunteers will review and evaluate all funding requests. The decision-making and approval process will take 45 days. A lack of required information or an incomplete application will result in no award. The deadline for the Make A Difference Grant application is noon, CST, on the third Friday in April (or as determined annually by the SAUW Board of Directors).

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III. ELIGIBILITY REQUIREMENTS

All organizations applying for Make A Difference Grant funds must meet the following minimum requirements:

1. Operates as non-profit charitable, educational, civic, scientific, social welfare, religious, hospital, health care or health service organization, governmental or quasi-governmental unit, or engages a fiscal agent who qualifies as previously mentioned.
2. Operates on a non-discriminatory basis in employment, recruitment of volunteers, and delivery of services.
3. Operates within the geographic service area of the SAUW: Cloud, Ellsworth, Jewell, Lincoln, Mitchell, Osborne, Ottawa, Republic, Russell, and Saline Counties.
4. Provides funding for services or activities that align with the SAUW mission and community goals in Health, Education, and Financial Stability.
5. Engages a leadership team, advisory board, or board of directors who provide input and oversight to the program's operations.
6. Includes one goal, one objective, and one outcome in the application.

IV. OPERATING GUIDELINES

The following operating guidelines shall apply:

1. Make A Difference Grants can be requested yearly and shall be used solely for the granted purposes. Funded activities shall commence in a timely manner, and expenditures shall cease within one year after receipt of the grant. Grant funds not expended shall be returned to the Salina Area United Way.
2. The SAUW Board shall approve all Make A Difference Grants. The amount of any grant will depend upon individual project/program requests and the need as determined by SAUW Board of Directors. The annual maximum grant award will not exceed \$10,000.
3. No Make A Difference grant will be given for any purpose that would jeopardize the tax-exempt status of the SAUW or the applying organization.
4. Grant recipients must acknowledge the SAUW in all promotional materials, activities, and programs/projects funded with Make A Difference Grant monies.
5. Grant recipients shall submit a one-page project/program report and a financial statement indicating the actual use of Make A Difference Grant funds within 60 days of completion of the project/program end date. Grant recipients must submit program/project photos with the one-page report.

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V. APPLICATION AND FUNDING PROCEDURE

The Make A Difference grant is separate and distinct from Community Impact Grants. The following general procedure shall apply:

1. Applications will be considered based on available funding. Organizations must submit their application for the first opportunity of funding to the SAUW by noon, CST on the third Friday in April (or as determined annually by the SAUW Board of Directors), to info@unitedwaysalina.org. Based on available funding, the Board of Directors will announce a second application deadline.
2. Staff will make the initial review of applications based on the responses to the required statements rated against the approved scoring rubric. Scores of one or more 'no' will result in no grant award. Scores of 'yes' will result in the application being submitted to the Grant Committee and the volunteer review team. The Grant Committee and volunteers will review and score applications.
3. The Grant Committee may submit a recommendation for Make A Difference Grant funding recipients and amounts to the SAUW Board of Directors at any regular meeting.
4. The SAUW Board of Directors will make final decisions on grants at any regular meeting. Applicants will receive written notification of the Board's decision.
5. Grants will be awarded based on review by the grant committee and community volunteers using a scoring rubric.
6. Grants will be considered based on funds available.
7. Applicants will be contacted with the outcome 45 days after the grant deadline.
8. Project/program activities and grant expenditures shall occur within one year of the grant's approval unless extended by the SAUW Board of Directors.
9. Organizations will be required to submit a one-page grant report at the end of the grant period. The report shall include the project/program summary, financial statement, and photos.
10. Failure to submit reporting documents may disqualify organizations from future funding opportunities.

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Public Information Requirements

Grantees are required to give proper credit to Salina Area United Way in all promotional materials, activities, and printed materials. Information on credit language and where to use it is provided below:

1. In materials your agency prepares for news releases to the media (newspaper, radio, and television), the following words must be included in the first or second paragraph: "This project/program was funded in part by a Salina Area United Way Make A Difference Grant."
The above requirements do not apply to public service announcements submitted for radio and television spots.
2. In printed literature, catalogs, brochures, etc., prepared for distribution and also in flyers, newspaper advertising, and on posters, the following words must appear on the front page or follow immediately after the first mention of the program or activity title: "This program was funded in part by a Salina Area United Way Make A Difference Grant." or, where appropriate the United Way logo may be used. Please refer to our website for the most current permissible use of United Way's logos and brand standards.
<http://www.unitedwaysalina.org/media>
3. In special announcements made during the project/program, recognition appropriate to the occasion is to be given to the SAUW. Please notify the SAUW office regarding specific procedures if a designated representative is needed.

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Reporting Requirements

Submit a one-page project/program report and a financial statement indicating the actual use of funds within 60 days of completion of the project/program end date. Include details on progress toward or achieving the goal, objective, and outcome. Include high-quality photos.

Help SAUW in our reporting to donors, the community and United Way Worldwide. Estimate the following to the best of your ability. Using the data you have, estimate the overall number of people your Make A Difference Grant funded project/program serves that fall into the specific demographic categories listed below.

If you have no breakdown for a particular category (e.g., age, gender), leave that category blank. Write "0" for any group your project/program does not serve (e.g., young adults). In other words, "0" = we serve no one in this group, blank = we have no data regarding this group. The demographic reporting is optional.

Age*

- # Young children
- # Pre-teens and teenagers
- # Young adults
- # Adults
- # Older adults

Gender

- # Male
- # Female
- # Nonbinary/third gender

Income level

- # Low-income
- # Not specifically low-income

Race

- # Asian, Hawaiian, or Pacific Islander
- # Black or African American
- # American Indian or Alaska Native
- # White
- # Other

Ethnicity

- # Hispanic/Latino
- # Not Hispanic/Latino

Sexual orientation

- # LGBTQ
- # Heterosexual
- # Other

*The age categories have specifically been left vague to accommodate the different ways organizations maintain this information. Roughly, "young children" refers to children between the ages of 0-9, "pre-teens and teenagers," 10-18, "young adults," 19-29, "adults," 30-64, "older adults," 65+.

How confident are you that the numbers you entered accurately represent the populations you are serving with the project/program?

- Very confident Somewhat confident Not confident