



2011 FUNDING – CALL FOR PROPOSAL INFORMATION SESSIONS

FREQUENTLY-ASKED QUESTIONS

Evolution

Q Why is United Way Ottawa changing its strategy?

A United Way Ottawa's strategy is evolving rather than changing outright – and this is a natural next step from the impact work of the last 10 years or more. The research, planning and investments that we have undertaken over the last decade, in addition to research into and learning from what other United Way's are doing, have led us to sharpen our focus on priority issues in order to bring about sustainable change in our community.

United Way Ottawa's intent is to attract and mobilize resources to accelerate measurable, meaningful change in our priority areas.

Q How did United Way Ottawa determine its new priority areas?

A Current priorities have come about through the past decade of United Way's (UW) evolution from a federated fundraiser for member agencies to an impact organization and by engaging the community to help determine initiatives and focus areas. The most recent phase of UW's evolution is characterized by a change from a demographic based approach to community impact, to one based on specific issues that cut across disadvantaged populations. The development of the current priorities also draws on the important foundational work of the Community Impact Councils of the past four years, as well as on specific research, needs assessments and guidance from our community volunteers. The current Goals were established to further focus the work and are designed to:

- Address root causes or systemic issues
- Offer rich opportunities to align the work with multiple community partners
- Enable evidence based approaches
- Capitalize on community energy

These focused initiatives will drive United Way's community contributions going forward. Service providers and the community will continue to be engaged in helping to determine priorities.

Community Investment

Q What will United Way's community investment model be moving forward?

A United Way Ottawa's model has evolved to include not just investment in front-line programs and service providers, but also other explicit strategies in the areas of convening and engagement of

community partners, public policy and advocacy, and research. The new model will extend beyond a population-based focus, allowing for more concentration on specific issues and measurable changes for our community.

By 2011, United Way's investment will be focused on specific community issues and solutions which address root causes, are evidence-based, offer opportunities for alignment with and of community partners and other funders, and have the potential to attract, mobilize and leverage community energy (time, knowledge, resources and influence).

Q How much of the money raised each year by United Way is invested in our community?

A In 2010, United Way Ottawa is investing \$28.6 million in programs and services that support people in this community, that contribute to systemic change or that go to charities chosen by donors.

Q Why does it seem that in spite of record-breaking campaign results each year, there is rarely any additional money for Community Investment Fund?

A While dollars committed through the campaign continue to rise, most of this new money is designated directly by donors to other charities. There has been little increase in the dollars donated to United Way's Community Fund. Donors increasingly want to see a clear line of sight between their community investment and results – and this is motivating the sharpening of our focus and the establishment of measurable goals, as well as the investment in service providers whose activities support the achievement of these goals.

Q Who is reviewing the funding proposals and making decisions for 2011 United Way funding?

A The work of Community Services is governed by a volunteer body, namely the **Community Services Cabinet**. The Community Services Cabinet reports to the **Board of Directors**.

A standing sub-committee of Cabinet, the **Community Investment Committee**, is responsible for the analysis and evaluation of investment in the community through the Community Fund. Listings of the Board, Cabinet and Committee members are available on our website.

The Community Investment Committee will make investment recommendations to the Community Services Cabinet, who is responsible for reviewing and making the final recommendation to the Board of Directors. These recommendations will also be influenced by volunteer/stakeholder bodies working with the United Way in the achievement of the focus area priority goals.

Q How are volunteers recruited and selected? Is this an open process?

A There are many volunteers who commit time and expertise to United Way, either as part of formal volunteer committees or on an ad hoc basis. Recruitment strategies vary depending on the role, but there are formal processes involved in recruitment of all of United Way's committees to allow for a good match between the volunteer's wishes and the requirements of the role. Position descriptions specify qualifications for senior-level volunteer roles and may include experience with/knowledge of United Way Ottawa and/or access to networks in the community that can help United Way achieve its mission.

Call for Proposal process

Q When will the Call for Proposals for 2011 funding be released and when will submissions be due?

A The Call for Proposal for 2011 funding will be released in early September 2010 and submissions will be due by November 1, 2010.

Q Will the 2010 Call for Proposal include all the Focus Areas?

A There will be a Call for Proposal for the Focus Areas of Growing up Great and Belonging to Community.

1. Focus Area : GROWING UP GREAT

- Priority Goal: Decrease the proportion of children not ready for school
- Priority Goal: Increase opportunities for children and youth to be engaged after school hours

2. Focus Area: BELONGING TO COMMUNITY

- Priority Goal: Increase opportunities for meaningful employment for people with disabilities
- Priority Goal: Decrease the unemployment and underemployment rates for immigrants and new Canadians
- Priority Goal: Enable vulnerable seniors to remain living in their own homes and engaged in their community
- Priority Goal: Increase the number of residents in priority neighbourhoods leading their own community development initiatives

There will not be a Call for Proposal in the Focus Area of Turning Lives Around (the former Individuals and Families in Times of Need and Crisis Impact Area). A community consultation will be led in September 2010 to determine the priority goals for this Focus Area. Currently funded agencies will continue to receive their actual funding* with an open Call for Proposal scheduled for the fall of 2011 for the funding cycle starting April 1, 2012.

* Subject to 2010 campaign results and the provision of required program reports

There will be a separate Call for Proposal released in early September 2010 in the area of Capacity Building which will be specifically targeted to organizations whose core mandate is to build organizational capacity within the nonprofit social services sector.

Q Can an organization apply for funding under more than one Focus Area / priority goal?

A Yes.

Q Will the 2011 funding be single-year or multi-year?

A There will be multi-year funding opportunities; the length of the terms will be determined as applicable.

Q When will 2011 United Way funding begin?

A United Way/Centraide Ottawa has changed its fiscal year. The new fiscal year will run from April 1st to March 31st and the new funding cycle will start on April 1st, 2011.

Q When will United Way communicate 2011 funding decisions to service providers?

A United Way's Board of Directors will make 2011 funding decisions before the end of March 2011; successful applicants will be notified on or around April 15th, 2011.

Q Given the change in United Way's fiscal year, what will happen with funding for currently funded service providers from January 1st, 2011 to March 31st, 2011?

A United Way will be funding currently funded service provider partners from January 1st to March 31st 2011 at the current 2010 funded amounts*.

* Subject to 2010 campaign results and the provision of required program report(s)

Evaluation and Reporting

Q What type of evaluation will funded service providers be required to provide to United Way?

A In the Call for Proposal, service providers will be asked to identify the type of evaluation they will employ – what they will measure and how they will measure – in correlation with the program/activity and priority goal.

Q Will funded service providers need to submit reports throughout the funding agreement period?

A Yes, funded service providers will be required to complete annual reports as per the funding agreement; the requirement for additional interim reporting requirements has not yet been determined.