



## **Applicant Guide**

### **Program and Operational Funding Streams (2 years)**

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#### **OVERVIEW:**

United Way Maritimes is committed to addressing the root causes of poverty and the priority needs of people most vulnerable to poverty in the communities we serve. We do this by strengthening the social infrastructure that supports and uplifts each community so that everyone has access to the skills, resources, and opportunities they need to thrive - economically, socially, and inclusively

We encourage you to read the guide in full to determine whether the **Program and Operational Funding Streams** are a good fit for your organization. The guide outlines:

- Guiding principles
- Areas of impact
- Impact approaches
- Eligibility criteria for funding
- Ineligible organizations
- Ineligible activities
- Program and operational funding streams information
- Key dates and timeline for the funding process
- Expression of Interest process
- Application assessment process
- Reporting requirements
- Intermediate Outcomes

**If you have contact questions about the Applicant Guide, please contact:**

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## GUIDING PRINCIPLES:

<b>Systems Thinking and Long-Term Impact</b>	<ul style="list-style-type: none"> <li>• We balance meeting immediate community needs while continuing to focus on addressing the root causes of poverty in order to impact long term social change.</li> <li>• We invest in and grow programs, partnerships, and initiatives that fill critical gaps in the communities we serve.</li> <li>• We recognize that it takes multiple stakeholders and diverse voices to affect lasting social change and commit to bringing this perspective to our programs, initiatives, and partnerships.</li> </ul>
<b>Relationship Building</b>	<ul style="list-style-type: none"> <li>• We build funding and social impact relationships based on respect, transparency, dialogue, trust, and mutual learning.</li> <li>• We strive to provide both stability and flexibility in our funding and social impact partnerships.</li> <li>• We promote and support collaboration within the non-profit sector and across the private, public, and community sectors.</li> </ul>
<b>Inclusion, Diversity, Equity and Accessibility (IDEA)</b>	<ul style="list-style-type: none"> <li>• We value and engage a diversity of voices, including first voice perspectives, to inform our CI decision-making.</li> <li>• We strive to reduce barriers and ensure ease and accessibility in our programs and initiatives, including funding applications, engagement, and reporting.</li> <li>• We are committed to support the growth and capacity of organizations led by and serving historically marginalized groups</li> </ul>
<b>Asset Based</b>	<ul style="list-style-type: none"> <li>• We build on existing strengths, resources, and leadership in the community – considering both the rural and urban contexts.</li> <li>• We learn from and build on community successes in order to strengthen, share, and scale impact across the region.</li> <li>• We engage and listen to donors, stakeholders, funders, agencies and those with lived experience in order to address community service gaps.</li> </ul>
<b>Responsive and Innovative</b>	<ul style="list-style-type: none"> <li>• We respond and adapt to current and changing community environment and social conditions.</li> <li>• We apply innovative thinking to explore and develop new solutions to persistent social issues.</li> <li>• We measure the progress of our work and adapt approaches as we learn for maximum impact.</li> </ul>
<b>Evidence Based and Data Driven</b>	<ul style="list-style-type: none"> <li>• We inform decision-making from local knowledge, evidence-based practices, and research.</li> <li>• We understand issues by involving, engaging, and listening to those impacted the most by the issue.</li> <li>• We focus measurement on impacts and outcomes rather than outputs.</li> </ul>



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## AREAS OF IMPACT:

We have identified 5 priority areas of impact that are both interconnected and essential in helping individuals and communities overcome poverty and thrive.



**Housing &  
Homelessness**

**Housing and Homelessness:** Increasing access to safe, secure, and appropriate housing for individuals and families who are precariously housed and/or unhoused is a priority area of impact for UWM. Supporting or leading initiatives aimed at increasing the supply of deeply affordable housing, providing temporary or transitional shelter, and reducing housing costs are just a few examples of work that can be done in this area, with a focus on those whose marginalization impacts their ability to secure housing.



**Food  
Security**

**Food Security:** Ensuring members of our communities have consistent and reliable access to healthy and culturally appropriate meals each day is a priority area of impact for UWM. Supporting or leading initiatives in this area may include programs aimed at food provision, increasing access to appropriate food, and food literacy and education.



**Education &  
Employment**

**Education and Employment:** Increasing access to ongoing education and skills building opportunities and ensuring individuals in our region have appropriate employment and income opportunities in communities is a priority area of impact for UWM. Supporting or leading initiatives in this area could include those aimed at skills and professional development, income supports, or provision of technological and educational supports for all ages.



**Wellbeing  
& Safety**

**Wellbeing and Safety:** Helping individuals to live safer and healthier lives through non-judgmental and non-coercive strategies that meet their needs is a priority area of impact for UWM. Supporting or leading initiatives in this area could include both preventative and responsive supports for individuals experiencing violence, harassment, addiction and/or mental illness or mental health distress.



**Social Inclusion  
& Access**

**Social Inclusion and Access:** Helping to create the conditions that enable individuals to participate fully in society is a priority area of impact for UWM. Supporting or leading accessibility improvements could include strengthening community ties, increase social cohesion, and remove social, cultural, transportation, and/or financial barriers to participation, especially for those who are marginalized or have a disability.



### IMPACT APPROACHES:

- **Addressing Root Causes:** using analysis and research to identify the issues and system-wide approaches to correct or eliminate root causes, rather than addressing immediate symptoms.
- **Prevention and Intervention:** investing in programs and early intervention efforts to increase resilience and reduce the impact of the structural factors that put individuals at a higher risk of poverty. In addition, we will invest in interventions that empower individuals with skills and support to overcome barriers and create lasting change.
- **Immediate Needs:** responding to the emergency needs of the community by supporting programs and initiatives that provide basic necessities such as food, shelter and income to those most in need.

### ELIGIBILITY CRITERIA FOR FUNDING:

- Must be a **Registered Charity** in good standing with the Canada Revenue Agency, an **Indigenous Governing Body** or an **Incorporated Non-Profit** in good standing with a provincial registry or applicable regulatory body
- The primary focus and mandate of the organization must be within the social and community services sector
- Provide services to communities in Prince Edward Island; Saint John, Kings and Charlotte; Central New Brunswick; Pictou County; Colchester and Cumberland Counties; Lunenburg County; and Halifax Regional Municipality
- Have a governance structure in place with at least three people on the board, management committee, or other type of governing body
- Have internal accountability measures such as practices and procedures for internal controls and accountability
- Have a bank account in the name of the organization and a financial management system to effectively track the income and expense transactions of the organization

### INELIGIBLE ORGANIZATIONS

- For-profit organizations
- Business non-profit institutions, including business associations, chambers of commerce and condominium associations
- Provincial/territorial entities, including hospitals, medical centres, private schools, universities, colleges, parent teacher associations, health authorities, public health authorities, educational institutions, health/social services institutions
- Municipalities and entities controlled by a municipality including municipal governments, regional governments, and regional districts
- Core government services and / or programs
- Individuals
- Faith-based organizations that require an adherence to or promotion of a religious faith as a condition of receiving supports or services
- Political parties
- Organizations whose policies or practices contravene the Human Rights Act (Nova Scotia, Prince Edward Island and New Brunswick)



### INELIGIBLE ACTIVITIES:

- Major capital projects
- Purchase of land and buildings
- Partisan, political or election related activities
- Publication of books or research
- Projects and activities that generate a profit
- Direct fundraising activities or events
- Projects that benefit only private interests
- Projects that promote a for-profit entity or its products and service(s)
- Sub-granting projects / activities
- Sponsorship, endowment funds, and donations

### FUNDING STREAMS:

FUNDING STREAM	FUNDING TERM	FUNDING CAP	PURPOSE
Program Funding  <b>Maximum applications per applicant is 2 - the combined total must not exceed the maximum amount</b>	2 years	> \$10,000 < \$40,000 per year	Program funding that allows for planning, stability, capacity, and greater impact by supporting programs that align with our CI Framework, areas of impact, impact approaches and delivery on shared outcomes.  <b><u>Primary Impact Approaches:</u></b> <ul style="list-style-type: none"><li>• Prevention and Intervention</li><li>• Immediate Needs</li></ul>
Operational Funding  <b>Maximum applications per applicant is 1</b>	2 years	> \$10,000 < \$40,000 per year	Operational funding to support a community serving organization's ability to achieve its mission at a local and regional level. The funding is unrestricted and allows community serving organizations to allocate funds towards self-identified priorities in order to develop and strengthen their internal systems. Ensure alignment with our CI Framework and areas of impact, impact approaches and delivery on shared outcomes.  <b><u>Primary Impact Approaches:</u></b> <ul style="list-style-type: none"><li>• Prevention and Intervention</li><li>• Addressing Root Causes</li></ul>

**KEY DATES AND TIMELINES:**

ITEM	DATE
Expression of interest (EOIs) opens	Monday August 11 2025
Expression of interest (EOIs) closes	Friday September 5 2025
Expression of Interest (EOI's) – staff review	Monday September 8 2025
Expression of Interest (EOI's) decisions communicated via email	Wednesday September 17 2025
Application opens – available only to agencies invited to submit a funding application via email	Wednesday September 24 2025
Application closes	Friday October 10 2025
Application review - Community Impact Council review	Late October – November 2025
Agency site visits / conversations (virtual or in-person)	Late October – Late November 2025
Final funding decisions communicated (final date to be determined) via email	Late February 2026
<b>Funding begins</b>	<b>April 1 2026</b>
Final report opens	April 2027
Final report closes	Mid May 2027

**EXPRESSION OF INTEREST (EOI) PROCESS:**

The Expression of Interest (EOI) serves as the initial step in our funding process and is open to both new and current funded partners. Its primary purpose is to assess the eligibility of organizations whose missions and activities align with our funding framework. The EOI also provides an opportunity for us to learn more about your programs, services, and the impact you are making in your community.

For new partners, the EOI helps us understand how your work aligns with our areas of impact and impact approaches and where potential collaboration may exist. For current partners, it offers a chance to share updates and highlight new initiatives and demonstrate continued alignment with our shared goals.



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### **Expression of Interest Deadline:**

- Expression of Interests must be submitted by **Friday, September 5 at 12:00 PM**. Unfortunately, **late submissions cannot be accepted**.

### **How to Apply:**

- All Expression of Interests must be submitted through the **online portal or by return email**. If you have any questions or need assistance at any stage, please do not hesitate to **reach out to our team**.
- The Expression of Interest form includes a combination of narrative questions and checkbox responses.

### **Review Process:**

- Expression of Interests will be reviewed by United Way Maritimes staff.

### **What Happens Next:**

- If your Expression of Interest is successful, your organization will be invited to submit a full application on **Wednesday September 24**.

## **APPLICATION ASSESSMENT PROCESS:**

We understand the time, energy, and commitment it takes to prepare a funding application. This section outlines the next steps in the process, including how to apply, how decisions are made, and what to expect along the way.

### **Application Deadline:**

- Applications must be submitted by **Friday, October 10 at 4:00 PM**. Unfortunately, **late submissions cannot be accepted**.

### **How to Apply:**

- All applications and supporting documents must be submitted through the **online application portal**. If you have any questions or need assistance at any stage, please do not hesitate to **reach out to our team**.

### **Funding Availability:**

- Please note that not all organizations or programs will receive funding and some may be funded at a lower level than requested. We receive far more proposals throughout the entire funding process than we have financial resources to support them.

### **Review Process:**

- Applications will be reviewed by local Community Impact Councils and a panel of community volunteers.



### **Assessment Criteria:**

- We rely on our assessment criteria to help us make decisions on which programs we support, as well as the level of support we will offer.
- Funding recommendations will not be made solely upon scores or the questions from the assessment guide. We reserve the opportunity to consider any knowledge gained about the organization, program, project or initiative throughout the process.
- A copy of the assessment guide is available upon request.

### **Site Visit | Conversation:**

- As part of the assessment process, applicants may be invited to participate in a site visit or conversation with members of the Community Impact Council or review panel. This step is intended to:
  - Gain a deeper understanding of the work, impact of your organization
  - Clarify details from the application i.e., activities, implementation plans, budget etc.
  - Assess organizational capacity
  - Build relationships and foster open dialogue between applicants and reviewers.
- Site visits or conversations may be conducted in **person or virtually**, depending on location, accessibility, and scheduling needs. Participation in a site visit does not guarantee funding, but it is an important part of the review process for selected applicants.

### **Final Decision:**

- Funding recommendations will be presented to the regional community impact committee, with final approvals made by the Board of Directors.

## **REPORTING REQUIREMENTS:**

If your application is successful, United Way Maritimes will require at a minimum, a **yearly report** using our official reporting template. This final report will be based on the organization's approved application and will include the following, to name a few:

- Overview of the project implementation
- Populations served
- Participation levels
- Activities conducted
- Measurement and Outcome(s)
- Impact stories from participants or staff / testimonials / photos (with appropriate consent)

The reporting period typically opens in **April** and closes in **mid-May**. These dates will also be outlined in Schedule A of the funding agreement. In addition to formal reporting, we **welcome informal updates** throughout the year. Please feel free to share stories, photos, videos, new materials or resources developed that highlight your impact. These updates help United Way Maritimes stay connected to your work, learn alongside you and celebrate your impact.





## OUTCOMES:

IMPACT AREA	COMMUNITY INVESTMENT OUTCOMES
<b>Food Security</b>	Increased access to food and other essentials to fulfill immediate needs
	Increased ability to navigate / withstand changes to food access and affordability
<b>Employment and Education</b>	Increased employment readiness and access to appropriate employment opportunities
	Increased supports and connections to succeed in education
<b>Wellbeing and Safety</b>	Increased access to non-judgmental, non-coercive, and evidence-based mental health and substance use support
	Increased access to non-judgmental, non-coercive, and evidence-based mental health and substance use support
	Reduced susceptibility to experiencing or perpetrating violence and harm
<b>Social Inclusion and Access</b>	Reduced isolation and increased connection to community and/or historically marginalized groups
	Reduced physical, cultural, and financial barriers for people to participate in society
<b>Housing and Homelessness</b>	Increased access to a safe, comfortable, and supportive place to rest every day
	Increased access to ongoing supports to successfully transition to and/or maintain housing