

Burlington/West Burlington Area United Way, Inc.



Funding Application Information & Instructions

The Burlington/West Burlington Area United Way studies each applicant agency annually to evaluate their funding request. Agencies are not automatically approved for program funding, based on support received in previous years. Seventy (70) volunteer Allocations Review Panel Members and allocation volunteers, who are United Way contributors, personally interview and closely examine every funding application. Decisions are based on the data and information presented.

Under the current adopted structure, approved local agencies in our community receive funding support for specific programs. We currently do not fund general operating expenses, staff salaries, or capital improvement projects. Funds found being used incorrectly or for purposes other than what was granted will result in a termination of future funding and will be barred from future application opportunities.

New to FY25, prospective applicants will first submit a Letter of Intent to the Central Allocations Committee. From these letters, chosen prospective applicants will then be invited to complete an application and continue onto the review panel stage of the process.

United Way Staff, Allocations Review Panel Members, and allocation volunteers will study each submitted application, prior to the scheduled interview. Written questions will be prepared and forwarded to the applicant agencies, which relate to their submitted funding request. These advanced questions will be emailed and/or mailed to the Director and/or President of each applicant agency, to help each applicant agency prepare for their scheduled interview. **It is very important that these advanced questions be answered prior to the interview date for panel review.** Answers should be typed and emailed back to megan.brincks@burlingtoniaunitedway.org.

If these advanced questions are not returned prior to the interview date, they are to be answered first during the interview with the Review Panel Members. Any time taken by answering these questions is taken from the 20 minutes allotted. Any supporting data or further explanations should then follow the responses to the questions if time permits.

United Way funding applicants are required to appear before a designated Allocations Review Panel. Funding applications are not complete, if they are not personally presented and explained to the Review Panel Members by a representative from the applicant agency and if the funding application is not remitted in its entirety.

Each applicant will have approximately:

- (20) twenty minutes to present and explain their funding request, agency, & mission
- (10) ten minutes for questions by the Review Panel Members

For a total of (30) thirty minutes. A meeting date and time schedule for the interview with the Review Panel Members will be provided to each applicant agency.

Based on the consensus of the Review Panel Members, applicant agencies are advised that **visual aids are allowed to be used during your interview** – but should not be the focus of your presentation. Slides should have limited text and not be used to read from directly.

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Videos may not be used as a presentation in whole, and no pre-recorded presentations are allowed. Please present information in an interview format; please **do not use** a “service club presentation format” and carefully avoid lengthy and detailed explanations, based on the limited time available.

Thank You

United Way appreciates the efforts of each applicant to prepare the required materials that are needed to conduct the Allocations Review Process with local volunteers. Please follow all the instructions very carefully and prepare funding requests in compliance with these instructions. Again, the written application materials must be submitted in their entirety and must be received before the deadline for your Agency to qualify. Also, as explained, the written materials are only a part of the application. The written information being submitted is required to be presented in person before the volunteer Allocations Review Panel Members to be complete. Non-compliance in either of these areas will make the United Way funding application incomplete, based on the adopted criteria and guidelines for United Way funding applications.

Applicant agencies cannot reproduce the United Way funding application and give them to other entities. Applicant agencies must use the current year application only. **Do not use** prior years' application forms, as they may have changed.

Applicants are welcome to call the United Way Office at 319-752-7831 if there are any questions or if assistance is needed in preparing funding requests.