



UNITED WAY GOULBURN VALLEY FUNDING GUIDELINES FOR COMMUNITY PARTNER ORGANISATIONS (UPDATE JANUARY 2011)

1. GENERAL INFORMATION AND BACKGROUND

The mission of United Way Goulburn Valley (UWGV) is to improve the capacity of people in the Goulburn Valley to care for one another and to help provide resources to support the community's growing need for high quality health, human care and general community services.

UWGV conducts an annual fundraising program to support a wide range of health and human care organisations in the Goulburn Valley region and allocates funds on the basis of demonstrated need.

2. PRINCIPLES AND GUIDELINES FOR ALLOCATION OF FUNDS

2.1 General Principles

The purpose of UWGV's allocation of funds is to support community based programs that meet an identified need within the Goulburn Valley Community¹.

Organisations are eligible to apply to UWGV for funds to assist them to provide services/programs to overcome health, income or educational disadvantage. There is a strong emphasis on evidence - based solutions to community needs, reflected by locally raised funds being distributed to projects determined by local community representatives.

UWGV will only fund programs where the services are delivered within "the Goulburn Valley" region ¹, are sustainable and can deliver effective outcomes.

UWGV funding is allocated and reviewed twice a year. Applications for funding are accepted between 31st January to 28th February and 1st July to 31st July.

Projects which address new and emerging community needs are encouraged to apply, where there are clear advantages for sustainable and effective programs.

Each year, Community Partners are expected to seek alternate funding sources to limit their reliance on United Way Goulburn Valley for ongoing funding.

Appropriate accountability requirements form part of any funding allocation.

¹ For Funding purposes the Goulburn Valley Community is defined as programs whose targeted clients reside in the municipal districts of Greater Shepparton, and Kyabram and such other areas as United Way Goulburn Valley may include from time to time.

2.2 Funding Criteria

Key areas where support is provided include:

- Health and Rehabilitation
- Youth and Children Development Programs
- Disability Services
- General Community and other Welfare Services
- Aged Care Programs
- Indigenous /Cultural and Ethnic
- Crisis support for Families and Children
- Provision of information regarding Health and Welfare Services

Consideration of funding will be given to:

- Evidence of demonstrated need
- Transparency of financial reporting
- The amount of funding available for distribution
- Past, present and future demand for services
- The degree of overlap and collaboration with other organisations

Types of activities that will NOT be funded ²:

- Projects or activities that duplicate existing resources
- Projects that are eligible for alternative funding or organisations that have the capacity to self-fundraise
- Projects outside the Goulburn Valley Community
- Major capital expenditure
- Individuals

² All applications for funding will be at the discretion of the Board.

3. FUNDING ROUNDS

Organisations that meet the funding criteria (see 2.2) are eligible to apply for funding on an annual basis.

UWGV funding is allocated and reviewed twice a year. Applications for funding are accepted between the 31st January to February 28th and applicants notified of the outcome in April and also 1st July to 31st July with applicants notified of the outcome in October.

There are three funding forms:

February Allocations

1. Applications up to \$2000

July Allocations

2. Applications up to \$5,000
3. Applications ranging from \$5,001 to \$20,000.

Please go to www.unitedwaygv.com.au for funding forms.

Applications outside this period will be accepted under exceptional circumstances, and will be limited to a maximum of \$2,000. Please phone 1300 65 12 24 for any further information.

4 PROCESS FOR APPLYING TO BE A COMMUNITY PARTNER

To apply to become a Community Partner, an organisation must:

- Comply with the eligibility criteria set out in 2.2
- Complete a United Way Community Partner Application Form, which is available on our web-site (www.unitedwaygv.com.au) or by phoning us on 1300 65 12 24
- Ensure the Community Partner Application Form is lodged with us by the following:

February Allocations by: 28th February, 2011

July Allocations by: 31st July, 2011

5 UNITED WAY EXPECTATIONS – FUNDING AGREEMENT

- A separate Funding Agreement (Funding and Service Agreement) is provided for each approved program/project in all United Way Goulburn Valley (UWGV) funding rounds.
- This document outlines the specific funding conditions and partnership roles and responsibilities between UWGV and the Community Partner Organisation.
- Sign off of the Funding Agreement indicates agreement with the mutual obligations as set out below:

5.1 Funding and Service Provision

The agreement details approved funding, payment schedule and acquittal period for the specific purpose and program detailed in the application. All funds must be expended by the specified acquittal period as per the budget submitted in the funding application. Any requested variation needs to be submitted in writing and approved by UWGV.

5.2 Evaluation and Acquittal

Funded Community Partner programs are required to submit the Evaluation and Acquittal Report by the due date and include appropriate documentary evidence of:

- Service provision
- Client and community outcomes
- Records of funding expenditure
- Additional supporting documentation as appropriate for the program/project

5.3 Marketing and Branding

As a condition of receiving their funding, Community Partners are required to renew their agreement with UWGV annually.

Specifically we require Community Partners (as per the Funding Agreement) to:

- Include the UWGV logo and approved wording on any program marketing material
- Display current outdoor signage provided by UWGV, where applicable
- Acknowledge UWGV as a funding and community partner via media releases, annual report, website and public occasions, where appropriate
- Provide suitable “copy” or content for inclusion in UWGV promotional material, print and electronic media (between 2 and 4 per annum), where appropriate
- Inform and invite UWGV to program events, where appropriate
- Will inform UWGV prior of events, seeking in-kind assistance, fundraising or sponsorship support to avoid any conflict with UWGV’s Annual Campaign and/or fundraising events.

5.4 Visiting and Other Support

Community Partners are encouraged to promote their partnership with UWGV. The purpose of this requirement is to increase awareness of UWGV within the community, thereby increasing the number of potential donors contributing to the funding pool.

- Representatives of UWGV will visit each Community Partner annually. Community Partners will be advised of the visit with approximately one month’s notice, when convenient agreed dates and times have been arranged.
- The purpose of such a visit is to provide a mutual opportunity for relationship building, promotion and to increase board member knowledge of Community Partner organisations and funded programs.
- UWGV will advise Community Partners of additional opportunities for funding, pro-bono and in-kind support which becomes available during the year eg: donated vouchers, gifts, tickets, equipment, subsidised training and skill development, resources, marketing, IT and governance mentoring, volunteer, pro-bono services and opportunities