

MARSHFIELD AREA UNITED WAY

2025 FUNDING APPLICATION INSTRUCTIONS & FAQ

Thank you for your interest in applying for funding from Marshfield Area United Way. Please follow the instructions carefully. Our volunteers need clear, concise and complete information to enable them to review your request.

United Way staff is available to answer technical questions about the application.
For more information call: 715-507-5005 or email: ashley@marshfieldareaunitedway.org.

1. Applications and supporting documents must be submitted electronically by **Friday, December 6, 2024 by Noon** to ashley@marshfieldareaunitedway.org. Paper copies will not be accepted.
2. Please note which items are required one time only.
3. You may bring supplemental information such as brochures or newsletters to the review panel.
4. Answer all questions in the order given.
5. Be clear, concise and complete.
6. If you are applying for multiple programs, please submit one application but clearly note each program you are apply for funding for within the application. Please note that all agencies (regardless of number of United Way funded programs) are eligible for up to 20% of the total grant dollars available for the 2025 funding year.
7. Late and/or incomplete applications will NOT be considered.

TIMELINE

- October 1, 2024: Application for 2025 United Way funding available
- December 6, 2024: Application submission deadline
- Week of February 3, 2025: Program Presentations
- Week of March 3, 2025: Notice to Agencies
- March 24, 2025: Partnership Agreements due back to United Way Office

FREQUENTLY ASKED QUESTIONS

1. What is a “health or human service agency?”

Those whose principal objective is to improve conditions necessary to achieve *fundamental* physical, social and/or psychological wellbeing. We will consider funding health and human service *programs* of agencies with other principal objectives, as long as the health or human service impact is clear.

2. What is the Program Budget?

We fund specific programs or services for which the impact can be clearly identified, rather than providing general agency funding. Some very small agencies may have just one program. In that case, your Program Budget may be your entire agency budget. For multi-county agencies, the budget should reflect only services to be provided in the Marshfield Area. Agencies applying for funding for more than one program should fill out the Application Form (3) Sections B – E1 and Program Budget Form (4) for each.

3. What period should I use for the Budget Years?

We are requesting a 12 month period—what does it take to operate this program for one year.

4. Why is some of the information requested in more than one place?

The redundancy is intentional. It makes it easier for the review panel to quickly review a number of applications. Thank you for your understanding.

5. What geographic area does Marshfield Area United Way fund?

We support services provided in Arpin, Auburndale, Granton, Greenwood, Loyal, Marshfield, Neillsville, Pittsville, Spencer and Stratford. For multi-county agencies, the proposed outputs and outcomes, as well as, the budget should reflect only those services provided locally.

6. What are the funding priorities?

Our three funding priorities are Education, Financial Stability, and Health. Details on the United Way funding focus areas and priority outcomes can be reviewed in Section C of the Funding Application and the Funding Focus Areas and Priority Outcomes Reference file.

7. How much will United Way fund?

We are unlikely to fund the full cost of any program and expect agencies to have other funding sources.

8. How will our application be evaluated?

EVALUATION CRITERIA

Review Panel members will use the following criteria for evaluating proposals.

COMMUNITY NEED: Does the program address a recognized health and human service need in our community? Is the need consistent with MAUW mission and Funding Priorities? How serious is the problem?

IMPACT: How well does the program demonstrate a meaningful linkage between community needs, program activities and outcomes? Will the program provide a meaningful volume of services and/or people served? Will United Way funding make a difference?

ABILITY AND EVALUATION: Does the agency have a history of reliability? Are there adequate staff and resources to conduct this program? Does the program plan seem sound? Are clear goals and objectives written? Are measurable outcomes evident? How well does the agency/program demonstrate the ability to deliver and measure proposed outcomes?

FINANCIAL MANAGEMENT: Is the financial information presented clearly & accurately? Does the agency have a balanced budget? Does the agency have adequate reserves? Is there diversified funding? Is other funding available? Will funds requested from MAUW support direct client services? Are overhead expenses a reasonable % of total budget?

PRESENTATION TIPS

You will visit with the volunteer panel for approximately 30 minutes. Most of the time will be yours to share about the work you are doing in the community. Please remember to save a few minutes for questions at the end.

Suggested format

- Overview of your program(s) you have applied for funding from United Way.
- Highlights of your program from the past year.
- Challenges experienced over the past year.
- Success story (either told by you or a guest attending with you)