# United Way of Greater Kansas City
# 2011 Small Grant Fund Program Proposal Instructions

## Section I: Agency Overview

Provide the requested information about your organizations. When completing the 25-word description, be sure not to exceed the 25-word limit. If awarded funds, the organization will be listed in printed materials in which the 25-word limit is strictly adhered to.

## Section II: Agency Financial Information

Provide the summary financial information about your organization that is requested. It is important the required information be taken from the organization's most recent IRS Form 990 filing. Note that there are two tables in this section for 990 information – one for the new IRS Form 990 and one for the old form. Use the table that applies to the version of the form on which the organization's filing was made.

## Section III: Program Narrative

1. Provide the organizational overview information requested, including the individual at the organization who should be the point of contact regarding questions about the proposal.

2. Provide the program name – this should be different than the agency name and should apply to the specific set of programmatic activities for which the organization is seeking funds.

3. Provide a brief description of the program. This description may exceed 25 words; however, it should not be more than one paragraph.

4. Program Category: Indicate which United Way program category with which the program best aligns. Choose from the list of categories on page 17 of the United Way Request for Proposals.

5. Indicate of the program by providing the year in which it began operation. If that information is not known, provide the approximate number of years the program has been in operation.

6. If the program is not receiving funding in 2010, leave that section blank.

7. Indicate the amount you are seeking for the program in the next line.

8. Provide the budgeted expenses for the program in 2010 and the total organizational budgeted expenses in 2010.

9. Responses to the narrative questions 11-3 may utilize up to three pages.

10. Provide a detailed description of the program, including its overall purpose, the target population, the program services, and a description of the intended outcomes for program participants. Also include a description of the setting in which the services are provided and the frequency and duration of participants' involvement in the program.

11. Provide a description of program outcomes and the extent to which the outcomes have been achieved over the past year and a half.

12. Describe other aspects of the program's success and any obstacles or challenges. Describe any changes to the program made since the last United Way proposal was submitted, if the program is currently receiving funding.

13. Report the number of people served by the program in each United Way geographic area. Provide an unduplicated count, unless that information is not available. If an duplicated count is provided, include an explanation of why an unduplicated count is not available. Provide data for three years – an actual count for last year, an estimated count for the current year, and a projected count for the upcoming year. Data reported should be for twelve-month periods but do not have to be on a calendar year. For example, many programs operate on a school-year basis and provide data from July through June.

14. Provide a cost per participant by dividing the total number served into the total program expenses.

# Section IV: Program Budget

Complete the budget form by providing income and expenses for calendar years 2009, 2010 and 2011, or the fiscal years of the organization that most closely correspond. Figures for 2009 should reflect actual income and expenses, not budgeted figures.

Guidance for Income and Expense Line Items:

**Public Support and Revenue**

Lines 1 though 12 reflect specific sources of revenue. All revenues that do not fall into any of the established categories should be entered in Line 13, Miscellaneous Revenue. Do not include the value of in-kind goods or services, or the value of volunteer support received.

Line 1 – Contributions: Include all individual and corporate contributions. This will include individual contributions that result from direct mail solicitations, in-person solicitations, individual giving, bequests, etc. Do not include United Way donor-designated contributions (Line 5) or individual contributions received though special events conducted by the agency (Line 3). Include donations from corporations, unless given to support a special event (Line 3).

Line 2 –Grants: Include all non-government grants awarded for a specific program or purpose by private and corporate foundations, civic organizations, or other philanthropic or fundraising entities.

Line 3 – Special Events & Product Sales: Include net revenue generated from fundraising events, which are activities for which ticket sales and sponsorships generate funds; and the sale of products or services (not related to the agency's core services), which generate a profit to benefit the agency.

Line 4 – United Way Program Allocation: Report the program allocation from the United Way of Greater Kansas City. For the current year budget, use the figure that was actually allocated, not what was requested. Do not include grant or donor-designated United Way funds. In the Proposed Budget column, you should indicate the program funding requested from United Way of Greater Kansas City for this program for the upcoming fiscal year. <u>This should be the amount that is requested</u>, not an estimate of what may be awarded.

Line 4a – If the program receives funding from another United Way, report the amount here. If the program receives funding from multiple other United Ways, add the amounts together and report the total in this line.

Line 5 – United Way & CFC Donor-Designated Contributions: Funds contributed to the United Way campaign, which were earmarked by donors for receipt by the agency. Include the net designations received by your agency (after administrative charges) from the United Way campaign and the Combined Federal Campaign that are applied to the program.

Line 6 – United Way Special Grants: Include revenue received through United Way-sponsored special grants, which are typically awarded on a one-time basis and focused on specific issues.

Line 6a – Total United Way Funding: The total of United Way of Greater Kansas City program allocation, designations, and grants. Formula totaling lines 4, 5 & 6.

Line 7 – Contracts & Grants from Government Agencies: Funds that are received through local, state, or federal government funding sources through any of a variety of mechanisms, including grants, contracts, and fees for service (excluding Medicaid and Medicare).

Line 8 – Membership Dues: Include revenue generated from payment by individuals that provides access, for a period of time, to the agency's facilities and/or services.

Line 9 – Fees Paid by Program Clients: Payment for specific services made by the program participant. Payments made by a third party on behalf of the participant, such as a government agency, should be reported on Line 10.

Line 10 – Medicaid/Medicare and other Third Party Payments: Payment for specific services by a third party, on behalf of the recipient of services, such as Medicaid and Medicare payments private insurance, or other fees made on behalf of a client by a third party, such as scholarships paid by a third party.

Line 11 – Investment Income: Income on investments of restricted or unrestricted funds. This may include income earned from endowments or cash reserves.

Line 12 – Funds from previous year: Include revenues from the previous year used for program operations in the current year.

Line 13 – Miscellaneous Revenue: Any revenue generated from sources other than those included in the above line items. These sources include non-program fees received by an agency for such activities as consulting or administrative services performed by the agency or work performed by clients in a sheltered workshop program run by the agency.

Line 14 – Total Support and Revenue: Formula totals Lines 1 through 14.

**Expenses**

Lines 15 through 20 reflect specific categories of expenditures which are defined below. All other costs should be summarized on Line 21, "All Other Expenses". Do not include depreciation as an expense.

Line 15 – Compensation: Include total salaries, benefits, payroll taxes and other compensation-related expenses.

Line 16 – Occupancy & Related: Include all direct operating expenses related to housing the agency and its programs; i.e., rent, utilities, property maintenance, etc.

Line 17 – Professional Fees & Contract Services: Include the cost of all contract services. This may include auditing, accounting services, consulting services, program contract personnel, etc.

Line 18 – Staff Training & Development: Include the cost of all staff training and development activities, including related travel expenses.

Line 19 – Affiliations, Accreditations, & Licensing: The costs associated with dues to national affiliate organizations or accrediting bodies, and state or local licensing bodies.

Line 20 – Specific Assistance to Individuals: The value of direct assistance to clients, in the form of cash, vouchers, items purchased, or payments made on behalf of a client to a third party, such as a utility company. This line item is exclusively for money or items, not services, provided to clients; i.e., emergency assistance, foster care payments to parents, etc.

Line 21 – All Other Expenses: Include all expenses that do not fall into any of the above categories. This would include such expenses as supplies, postage, liability insurance, equipment and equipment maintenance, etc. Do not include depreciation expenses.

Line 22 – Sub-Total Expenses: a formula totals Lines 15 through 21.

Lines 22a & 22b -- Proration of Management and Fundraising: Report the portion of total agency expenses in each category that are associated with the program.

Line 23 – Total Expenses: A formula totals Lines 15 through 22b.

Line 24 – Net Surplus (Deficit): A formula calculates the difference between Line 14 and Line 23.