

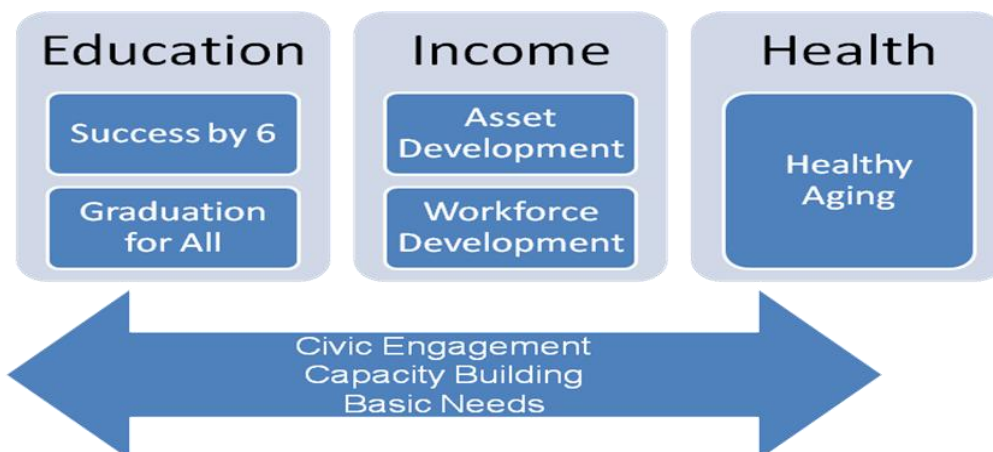
UNITED WAY OF SOUTHEASTERN PENNSYLVANIA
Investing in Results: FY 2012-2014 Funding Cycle
Frequently Asked Questions

1. What are United Way’s funding priorities?

United Way of Southeastern Pennsylvania’s goal is to focus our resources on our Community Impact agenda, inspiring and uniting local communities to collaboratively bring about measurable results in three critical areas facing our region:

- Preparing children and youth to succeed in school and in life
- Helping build financial stability and independence for families
- Keeping seniors healthy and safe at home

We partner with agencies that are aligned with these priority areas. We also continue to Advance the Common Good through investing in the social fabric of our communities through civic engagement, capacity building for other nonprofit organizations and providing for individuals’ basic needs.



For more information on United Way’s funding priorities and strategies, please review related documents posted on our website at <http://www.liveunitedsepa.org/fundingopportunities>.

2. How competitive was the process?

For the 2012-2014 funding cycle, we received roughly 600 applications from 300 organizations. The quality of the applications was incredibly high. Due to the increased competition in many priority areas, some organizations may see a decrease in the amount of funds allotted to them in comparison to the amount they received in the 2009-2011 funding cycle. For more details about our funding priorities and strategies, please review related documents posted on our website at <http://www.liveunitedsepa.org/fundingopportunities>.

3. Are the funding awards for one year or three years?

The total funding award is an annual amount for the next three fiscal years contingent upon satisfactory submission of an annual outcomes report and audited financial statements. The funding cycle will commence on July 1, 2011 and end on June 30, 2014. Payments will be made quarterly with the first payment in late September, 2011.

4. Did previously funded or currently funded organizations of United Way of Southeastern Pennsylvania or any other local United Way have an advantage?

No, previously funded and currently funded agencies of United Way or other local United Ways did not have an advantage in the process.

5. How did organizational size affect ability to compete?

Organizational size was not a factor in evaluating applicants. Funding decisions were based on alignment with United Way priorities and ability to demonstrate concrete, measurable results.

6. Who reviewed the applications?

The application process was overseen by the Community Impact Strategy Committee, a group of highly-engaged external professionals comprised of board, corporate and nonprofit representatives. The 100 external reviewers were selected from academia and the public and private sectors based upon their experience and extensive knowledge in the field; diversity was also an important factor, as we wanted to ensure the entire region was represented. Reviewers were also thoroughly vetted for any conflicts of interest. Throughout the

rigorous review process, reviewers utilized an assessment tool to rate applications based on their quality, alignment with United Way's funding priorities, and ability to demonstrate measurable results in their respective area of focus. United Way also ensured a diverse representation of organizations, both ethnically and geographically.

7. How were funding decisions communicated to organizations?

All available information regarding the funding decisions was provided to applying organizations via their individual account on the United Way of Southeastern PA extranet. Organizations who did not receive funding in a particular priority area were provided general information as to why the decision was made.

8. How does United Way work with its partner agencies?

United Way seeks to work with its funded agencies to strengthen the regional nonprofit community and to achieve systemic changes in our priority areas. Some of the ways we work with our funded partners include, but are not limited to, the following:

- Participating in agency convenings to share best practices and build relationships
- Participating in United Way Committees (e.g. the Professional Advisory Committee which advises United Way's President; Campaign Cabinet which supports United Way workplace fundraising efforts)
- Mobilizing clients and other stakeholders to advocate for policy change
- Organizing and managing projects for corporate and community volunteers

9. How does this process affect an organization's eligibility for donor designations?

This funding opportunity has no direct relationship to United Way's Donor Choice program. Even if an organization is not selected to receive general operating support from United Way, it still may be eligible for participation in the Donor Choice program. United Way's requirements under the Donor Choice program are that organizations must be a 501(c)(3) health and human service organization located in or providing services in PA, NJ, or DE. The organization must also be compliant under the United States Patriot Act. For more information on eligibility, please see our website

http://www.uwsepa.org/Agencies_AgencyEligibilityApplication.asp.