



UNITED WE FIGHT.  
UNITED WE WIN.

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# UWHC Competitive Grant Funding Cycle 2025

United Way of  
Horry County  
[UnitedWayHorry.org](http://UnitedWayHorry.org)



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# Who are you working with?

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# 2025 Grant Focus Areas – Bold Community Goals



*Decrease the number of  
suicide ideations and  
attempts*

*Decrease the number of drug-  
related overdose deaths*



*Increase the number of  
children who meet  
developmental milestones and  
enter kindergarten ready*

*Increase access to equitable  
learning opportunities and  
high-quality childcare for  
children and youth*



*Increase the number of Horry  
County residents meeting self-  
sufficiency standards*



*We envision a future where  
everyone has access to food,  
shelter, clothing, healthcare,  
basic materials,  
transportation, and a sense of  
security*

# 2025 Competitive Grant

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- Apply through the E-Cimpact database
- All applicant agencies must align with **one bold community goal that BEST aligns with the program you're applying for. We will only fund agencies serving Horry County; all funds awarded must stay in Horry County.**
- Annual grant through January 1, 2025 – December 31, 2025
  - Disbursed monthly
- Operating, administrative, or program support
  - **UWHC will consider grants between \$10,000 - \$40,000**, but we will only fund UP TO 30% of program expenses. Ask for what you need, but we will be looking for a healthy mix of funding
- **October 28, 2024** – Applications open
- **November 8, 2024** – All agencies will need to request access to the full application by filling out an eligibility form
- **December 13, 2024** – Applications close at 11:59pm



# Organization financial requirements

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- An applicant agency with total revenue of \$500,000 or greater will be required to have an audit performed by an independent audit firm.
- An agency with total revenue of \$499,999 or less will be required to complete the financial systems questionnaire to be signed off by the Board Chair and two other board members that the information is accurate.

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# Collective Impact Framework



# RBA and Shared Performance Measures

UWHC is implementing the Results Based Accountability (RBA) outcome measurement framework and shared performance measurements. Agencies will select from a catalog of UWHC shared performance measures and outcomes



# RBA and shared measurements – how it’s going to look

## EDUCATION GOAL

*We seek to support and improve access to resources focusing on the physical, social, emotional, cognitive, and language development of children from birth through age 5, while also increasing the participation from their families and caregivers in their child’s learning. We also seek to support and improve access to quality and equitable childcare, resources focusing on reading and language development, increased knowledge of math and science, and interest in life-long learning for children and youth.*

|                                |   |
|--------------------------------|---|
| <b>Measurable Objective #1</b> | <b>Children start Kindergarten developmentally on track</b> |
|--------------------------------|---|

### Intended Results

- Increase the number of children who track on time, advance grades, and meet standards

| <b>How much did we do?</b>  | <b>How well did we do it?</b>   |
|---|---|
| # of children served (0-5)<br>enrolled in high-quality early<br>childhood programs<br># of sessions conducted | # of early intervention services offered for children<br># of home visits completed<br># of children who have a participation rate of 70% or higher in the<br>program<br># of children retained in the program<br># of children who complete the program<br># of age-appropriate books provided<br># of staff trained to deliver quality program/services |
|   | <b>Is anyone better off? (Number and Percentage)</b><br>% of children (0-5) who achieve developmental milestones (social, emotional,<br>language, cognitive, mathematical, and/or physical skills)<br>% of children demonstrating kindergarten readiness  |



# Community Game Plan - Health

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## Measureable Objectives

- Improve outcomes of and access to behavioral health services for children, youth, and adults
  
- Children, youth, and adults will utilize services that support the family and promote positive emotional, psychological, and social well-being

# Community Game Plan – Education

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## Measurable Objectives

- Children start kindergarten developmentally on track
- Parents, caregivers, and/or guardians will utilize services that support the family and the success of their children
- Working families can afford childcare and can pursue positive enrichment opportunities for themselves and their children
- Children and youth will gain essential knowledge and skills

# Community Game Plan - Self – Sufficiency

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## Measureable Objectives

- Increase the number of adults and families who engage in employment training and financial education
- Increase the number of financially sufficient adults and families
- Young people (ages 12-24) have access to, prepare for, and pursue career and financial development

# Community Game Plan - Basic Needs

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## Measureable Objectives

- Removing Barriers – people have access to services and resources that help stabilize crisis situations and remove barriers to meeting basic needs (i.e. necessary documentation)
- Food – hunger and malnutrition are alleviated and prevented
- Healthcare – people will have access to healthcare services and supports that contribute to overall improved health
- Housing – people have access to emergency housing services (i.e. rent and utility assistance, emergency shelter, etc.)
- Basic Materials – people will have access to basic hygiene, clothing, and/or other supplies
- Transportation - people will have increased access to affordable transportation options and/or systems that provide reasonable, timely, effective access to transportation

# RBA and shared measurements – how it's going to look

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- Each agency is required to choose at least **one** measurable objective under the pillar of the bold community goal they are applying for
  - Under the chosen measurable objective, you must choose at least **one** performance measurement under each question
    - How much did we do?
    - How well did we do it?
    - Is anyone better off? – **Basic Needs measurable objectives (excluding healthcare) will not be required to measure a performance measure for this question**
  - In addition to the required measures, you are welcome to create additional performance measurements as well
  - **\*\*Please note:** this is the second year shared performance measures are being implemented. They can be modified and adjusted over time. We welcome feedback to finetune the shared measures.



# Tips

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- All applications will be read and scored on a weighted evaluation rubric by our four vision councils: **health, education, self-sufficiency, and basic needs**
  - Comprised of issue area experts that have helped us put together our Community Game Plan, previous allocations volunteers, and UWHC Board of Directors
  - There will also be a finance vision council where all they will review is the financial documentation turned in
- Write your application as if the reader has no idea who your organization is or the services you provide
- Avoid acronyms and jargon the general public may not understand
- Maintain the “healthy mix” of funding guideline for the total program budget
- Do not request more than essential resources

# What we will be looking for

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- Alignment with at least one bold community goal outlined in the Community Game Plan
- Alignment with at least one measurable objective
- Need identification
- Volunteer involvement
- Fiscal strength
- Scale and scope
- Capacity/infrastructure for long-term sustainability

# Timeline for 2025 Competitive Grant

- **December 16 - 20, 2024** - Completed applications will be sent to VC's to review
- **For currently funded 2024 grantees: agency year-end reports are due on Friday, January 17, 2025 and these reports will be sent to the VCs on January 20, 2025 for review.**
- **February 3 – 7, 2025**– VCs will meet to discuss the applications that were reviewed and scored (application scored based on preset scoring criteria) \*\*If the finance vision council has questions about financials, we will schedule a virtual meeting with you to discuss\*\*
- **February 10 – 28, 2025** – VCs will conduct **one-hour** in-person site visits of applicant agencies that have been reviewed. At the site visit, the VC's will have the opportunity to ask questions about your agency, program, application and/or your year-end report (the report will only apply to currently funded 2024 grantees).
- **March 10 – 14 , 2025** – VCs will meet with the UWHC Allocations Chair to make final funding recommendations to be brought to the **UWHC Board of Directors meeting for final approval**
- **End of March 2025** - Agencies are notified of 2025 grant award
- **April 2025** – Agencies that are awarded funding will receive the first quarter's payment from January – March and then will receive regular monthly allocation amounts for the rest of 2025

# E-CImpact

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- **e-CImpact** is United Way of Horry County's online grant management system for nonprofit agencies
- <https://agency.e-cimpact.com/login.aspx?org=43145U>
- Katie will be available for 30-minute meetings for any agencies wanting to discuss/review their applications before they close. Schedule a time between **9am-4pm, Monday – Friday**

# Questions?

Katie Wise

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