



United Way of Horry County Capacity-Building Grant Guidelines

The United Way of Horry County (UWHC) Capacity Building Grants Program invests in initiatives that help nonprofit organizations strengthen their internal management and governance or deepen strategic collaborations. Our community thrives when our nonprofit sector thrives. Our goal is to support the building of resilient nonprofits that can not only navigate through challenging times of disruption but also leverage opportunities that move their missions forward for the betterment of our community. We focus our grantmaking on organizations serving Horry County. **All funds MUST stay in Horry County.** The Capacity Building Grant is intended to support one-time projects that address a specific organizational need. These grants are not meant to be a recurring source of funding. We ask that all applicants apply in good faith, submitting proposals that reflect a genuine capacity-building need rather than projects created solely for the purpose of obtaining funding. Applications that do not demonstrate a clear and authentic organizational need will not be considered.

Below are examples of capacity-building activities and potential projects

- Planning Activities: organizational assessments, strategic plans, fund development or marketing strategy (plan creation, not advertising materials), or program evaluation design.
- Culture: Organizational culture assessments, policy development, training, and implementation support focused on workforce belonging and equitable practices.
- Financial sustainability: revenue diversification planning, business model analysis, and reimagining fundraising (planning/design only, not event execution).
- Board Development: leadership training, defining the role of the board in fundraising, and strengthening volunteer roles on a board level
- Internal Operations: improvements to donor database/financial management systems, volunteer management, equipment, software, technology, or facilities enhancements to better realize the organizational mission
- Human resources: initiatives to promote staff retention, professional growth, and healthy workplace culture
- Professional Development: registration and travel for relevant conferences, local or online trainings aligned to the project.
- Convening and/or collaboration support: Agencies may apply individually or jointly for funding that supports staff time, facilitation, shared resources, or meeting space used to collaborate, co-design programs, share data, or develop joint strategies to serve clients better.
 - Collaborative proposals involving two or more agencies are encouraged and may include:



- Co-created service delivery plans, shared outcome frameworks, or formal partnership agreements (e.g., MOUs).
- Joint training or cross-agency professional development.
- Development of shared systems or tools
- When multiple organizations apply together, they should identify a lead applicant responsible for managing the grant and reporting, and describe each partner's roles, responsibilities, and contributions.
- Collaborative proposals may be considered for additional funding (up to \$2,500) through the *Collaboration Add-On* option, subject to available funds.
- Proposals that include a combination of strategies will be considered, so long as the proposal clearly demonstrates how multiple strategies align toward common goals.

Allowable Costs (Clarifications)

- Staff Time: Eligible when it directly supports the capacity-building effort.
- Consultants/Facilitators: Projects involving consultants, trainers, or facilitators must include at least two (2) quotes or proposals detailing the scope of work, deliverables, and fees. Applicants must provide a brief explanation describing why the selected consultant was chosen (e.g., specific expertise, local knowledge, alignment with organizational values). If multiple quotes cannot reasonably be obtained (e.g., highly specialized expertise), the applicant must explain why.
- Travel/Registration: Eligible only when directly related to the project's capacity-building objectives.
- Equipment/Software: Allowable if directly linked to improving organizational capacity (e.g., new CRM, financial system, or volunteer database). Equipment that primarily supports day-to-day program operations rather than building the organization's internal capacity, governance, or strategic infrastructure is not eligible.
- For any project involving a significant purchase (≥ \$1,000 total), attach **at least two vendor quotes** showing scope, specifications, and pricing.

Projects not eligible or competitive for the Capacity Building grant program

- Ongoing annual operating or program delivery costs. Operational funding includes, but is not limited to: staff salaries for existing positions, rent or utilities, general program supplies, food or direct client services, and equipment used primarily for day-to-day program delivery rather than building organizational capacity. If you are unsure whether your request qualifies, please reach out to Katie Wise at katie@unitedwayhorry.org before submitting an application.



- Marketing materials or advertising buys (e.g., print runs, paid media). Strategy or plan development is eligible.
- Capital infrastructure (bricks & mortar, major construction).
- Debt reduction or loan repayment.
- Projects completed prior to the grant award.
- Capital campaigns.
- Monuments or memorials.

Incomplete Applications

Applications that are missing required documents or information will not be reviewed until all materials have been received. If an application is incomplete, the applicant will be notified and given three (3) business days to submit the missing information. If materials are not received within that timeframe, the application will be withdrawn. Exceptions may be made at the discretion of UWHC staff in extenuating circumstances. To avoid delays, please ensure all required documents are submitted with your application.

Eligibility & Requirements

This grant application opportunity is open to these organizations that align with at least one of the four pillars outlined in the UWHC Community Game Plan (Youth Opportunity, Healthy Community, Financial Security, and Community Resiliency).

- 501 (c)(3) public charities
- Organizations serving a charitable purpose that have a fiscal sponsor that is a 501 (c)(3) public charity
- Faith-based organizations. We will only consider proposals if (1) services benefit all, regardless of religion; (2) services provided are not religious in nature; and (3) there is no proselytizing associated with the service. The organization must have a fiscal sponsor that is a 501 (c)(3) nonprofit organization.
- Civic organizations. Proposals must be project-based and of a charitable nature; the organization must have a fiscal sponsor that is a 501 (c)(3) nonprofit organization.
- The organization has a history of providing services in Horry County for a minimum of ***three*** years.
- If applicable, the organization has a Board of Directors of at least five (5) independent, non-compensated members that are active, representative voluntary governing bodies with regular



meetings and are responsible for developing its mission, determining its strategic direction, and providing oversight.

Applicants are eligible to apply for funding once every twelve (12) months. For returning grantees, we strongly encourage applying under a different category than previously funded to diversify project types. Please note that the committee gives weight to funding history when reviewing applications – organizations that have received a Capacity Building Grant within the last 24 months are considered less competitive, and the committee reserves the right to prioritize organizations that have not previously received funding.

Equity & Funding Priorities

UWHC gives priority to proposals that demonstrate one or more of the following. While these are not all hard eligibility requirements, they carry significant weight in our committee's decision-making process.

Organizations that do not meet any of these priorities are less competitive, and the committee may decline to fund requests that fall outside these priorities, particularly when available funds are limited:

- Organizational budget ≤ \$750,000
- First-time applicant or not funded in the last 24 months
- Serving underrepresented or underserved populations/geographies in Horry County
- Collaborations (two or more organizations with defined roles and shared outcomes)
- Clear plan to sustain and institutionalize capacity gains

Grant amounts

- Projects serving individual organizations may apply for up to \$5,000.
- Collaboration Add-On: up to \$2,500 (when two or more organizations jointly apply; subject to available funds)

Grant requirements

- Grant Agreement: Must be completed before funds are released.
- Final Evaluation: Due within 12 months of the award and must include narrative, evidence of capacity gains, final budget, and consultant deliverables if applicable.

Interested in applying?

We recognize capacity-building needs can vary widely and welcome the opportunity to explore possibilities with you. Applications are accepted on a rolling basis. Please reach out to the Director of Community Impact, Katie Wise, at katie@unitedwayhorry.org to schedule a meeting to discuss your



application further. To find more information about the grant, please visit: <https://unitedwayhorry.org/grant-funding/>