UNITED WAY
Horry County

2027 COMPETITIVE INVESTMENT GRANT

Information session for applicant agencies

Wednesday, October 21, 2026 | 2:00 PM

WHO ARE YOU WORKING WITH?



KATIE WISE

Director of Community Impact

katie@unitedwayhorry.org

843-347-1183

You will work with me until Friday, October 30. After that, your contact is Blakely Roof, President & CEO.

blakely@unitedwayhorry.org | 843-347-1186

WHAT WE'LL COVER

1

WHAT WE FUND

Bold Community Goals, funding range, and who can apply

2

WHAT YOU CAN APPLY FOR

Operating costs or a program, and which budgets

3

WHAT'S NEW THIS YEAR

Shared measures, audit tiers, percentages, and collaboratives

4

HOW TO APPLY

e-CImpact, the application sections, and what to have ready

5

MEASURING RESULTS

Outcomes and the shared measures

6

HOW WE REVIEW

Vision Councils, scoring, and tips

7

AFTER YOU APPLY

Timeline, payments, and reporting

8

QUESTIONS

Who to contact

READ THE COMMUNITY GAME PLAN FIRST

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Please read and review the Community Game Plan BEFORE YOU APPLY. It outlines everything.

What we fund

Our four Bold Community Goals and the priority strategies behind them

Community data

The local indicators for each goal, including the ALICE data

Our strategies

How we fund, advocate, collaborate, and educate for each goal

Shared measures

The performance measures for each goal: how much, how well, and is anyone better off

Find it in the Resource Center in e-Cimpact (our grant system) and at unitedwayhorry.org/communitygameplan. Katie will also email it out to everyone.

OUR FOUR BOLD COMMUNITY GOALS

Youth Opportunity

All children and youth in Horry County will grow up with the support, resources, and opportunities they need to thrive at every stage of life.

Healthy Community

All residents of Horry County will have access to affordable, quality resources and services that promote their health and well-being.

Financial Security

All households in Horry County will have the support, resources, and opportunities they need to be financially secure.

Community Resiliency

All communities in Horry County will have access to support and resources that meet their basic needs and strengthen their resilience during emergencies.

CHOOSE ONE BOLD COMMUNITY GOAL

PICK THE GOAL YOU ALIGN WITH MOST

Even if your work touches all four goals, choose only one for the program you apply for.

- Choose the goal that best fits your program or operations
- Your outcomes are chosen under that goal
- The Vision Council for that goal reviews the program



YOUTH OPPORTUNITY



HEALTHY COMMUNITY



FINANCIAL SECURITY



COMMUNITY RESILIENCY

WHO CAN APPLY

THE ORGANIZATION

- A nonprofit in good standing in South Carolina, with 501(c)(3) status and a current fundraising registration with the SC Secretary of State
- Providing services in Horry County for at least 3 years (incorporated before January 1, 2024)
- A board of at least 5 independent, non-compensated members that meets at least quarterly and keeps minutes
- Services provided free of discrimination, and compliance with the U.S.A. Patriot Act

THE PROGRAM

- The program serves Horry County residents
- The program aligns with a Bold Community Goal

We fund agencies that serve Horry County. You may also serve other counties, but every dollar awarded must be spent in Horry County.

THE GRANT AT A GLANCE

$10K-$40K

Request range for each application

1 YEAR

Grant period: January 1 to December 31, 2027

<30%

Request must be less than 30% of the program's expenses

MONTHLY

Payments, starting in April with a first payment covering January to March



We look for programs that address root causes, avoid duplicating other efforts, emphasize collaboration, and bring in other dollars.

WHAT CAN YOU APPLY FOR?



GENERAL OPERATING COSTS

Support for the day-to-day costs of running your organization, such as staff, rent, and utilities.



A SPECIFIC PROGRAM

Support for one program or service your organization provides.

Either way, you will enter it as a program in e-Cimpact, and if you're applying for general operations, label the program "general operations"

WHAT'S NEW THIS YEAR

The application itself has changed very little. Here is what is different.

SHARED MEASURES

New performance measures taken from the Community Game Plan.

FINANCIAL AUDIT TIERS

The audit you need now depends on your total revenue, in three levels.

DEMOGRAPHICS AS PERCENTAGES

Clients and services are counts. Everything else is an estimated percentage, including household income below the ALICE Threshold.

COLLABORATIVE APPLICATIONS

Two or more agencies can now apply together for one joint program.

NEW: SHARED PERFORMANCE MEASURES

Our performance measures now align with the Community Game Plan. Each Bold Community Goal has a list of shared measures organized under three Results-Based Accountability questions.
For each of the three questions below, you must select at least one shared measure or write in your own. You may include more than one measure for each question, but only one is required.



HOW MUCH DID WE DO?

How much service did we deliver?



HOW WELL DID WE DO IT?

Services/activities performed well



IS ANYONE BETTER OFF?

#/% with improvement in skills, attitude, behavior, knowledge, and circumstances

We strongly encourage agencies to select from the shared measures in the Community Game Plan. This helps us measure progress toward our community goals and tell a shared story of impact across our funded partners and United Way programs. You may write in your own measures if the shared options do not fit your program. If you do, you will need to briefly explain how your measures relate to the Bold Community Goal you selected.

NEW: FINANCIAL AUDIT TIERS

$1,000,000+

Total annual organization revenue

An independent audit every year, with the management letter, when applicable.

$500,000-$999,999

Total annual organization revenue

An independent audit at least every two years. In the years you don't have an audit, complete the Financial Systems Questionnaire, signed by your Board Chair/President and two other board members

$499,999 or less

Total annual organization revenue

The Financial Systems Questionnaire, signed by your Board Chair/President and two other board members

Don't have the audit your revenue level requires? Contact us before the application deadline and we'll talk through what else you can submit.

NEW: DEMOGRAPHICS AS PERCENTAGES

ENTER AS COUNTS

- Total number of unduplicated clients
- Total number of services, sessions, or visits

ENTER AS ESTIMATED PERCENTAGES

- Veteran status, gender, age, race, ethnicity, and location
- Household income (replaces the previous broken-out income brackets)
  - Below the ALICE Threshold (including those below the Federal Poverty Level)
  - Above the ALICE Threshold
  - Unknown Income

Each category totals 100%. If you don't track a category, enter 100% under "Unknown." If you track only some clients, enter percentages for them and put the rest under "Unknown." Estimates are fine. Do not collect new income data just for this application.

WHY WE MOVED TO THE ALICE THRESHOLD FOR THE INCOME DEMOGRAPHIC

Past applications asked for income brackets in the demographic form. This year we ask for the percentage of the people you serve who live in households below the ALICE Threshold.

ALICE IS AT THE CENTER OF OUR GAME PLAN

Our goals and strategies are built around households that are ALICE: Asset Limited, Income Constrained, Employed.

POVERTY LEVEL MISSES WORKING FAMILIES

ALICE households earn more than the Federal Poverty Level but still can't afford the basics. More than 4 in 10 Horry County households are below the threshold.

ONE SIMPLE, SHARED MEASURE

One percentage replaces several income brackets, so every agency reports the same way and we can see who our funded programs reach.

REPORTING HOUSEHOLD INCOME

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WHAT THE ALICE THRESHOLD IS

The minimum income a household needs to afford basic expenses in Horry County.

A household is above the threshold if its yearly income is more than the amount for its household type. In plain terms: below means a household can't cover the basics, and above means it can make ends meet. Households below the Federal Poverty Level are below it too.

Household type	Above threshold if over
Single adult	$36,000
One adult, one school-age child	$50,000
Two adults	$50,000
Two adults, two school-age children	$74,000

HOW TO REPORT IT

1. Estimate the percentage of the people you serve who are below the threshold. An estimate is fine.
2. Use the income information you already have, such as income collected at intake or participation in income-based programs.
3. If you don't track income, enter 100% under "Household Income Unknown." It has no effect on your score.

Example: You serve 100 clients. 60 are below the threshold, 30 are above, and you don't know for 10. Enter 60%, 30%, and 10%.

Not a requirement: you don't have to use the ALICE Threshold in your program, for eligibility, or in your daily operations.

NEW: APPLY TOGETHER

Two or more agencies can apply together for one joint program, with one lead agency. Agencies can still apply on their own.

WHAT IT MEANS

- A shared program that partners plan, deliver, and take responsibility for together
- More than referrals: referring clients to each other doesn't make an application collaborative
- Not a bundle of separate programs in one request

HOW IT WORKS

- One lead agency applies for the group and must meet every eligibility requirement
- Partners are named in the application with their roles
- One application, one budget, one set of combined results
- The lead agency is the single point of contact for payments and reporting

HOW TO APPLY IN e-CIMPACT

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1

REQUEST ACCESS

Answer the eligibility questions. Our staff review your answers and let you know if you can move on to the full application.

By Friday, Nov 6

2

APPLY ONLINE

Once approved, fill out the agency section and the program section. Save your work at any time and come back.

Opens Monday, Oct 26

3

SUBMIT

Mark every section complete, then submit your application and documents online.

By Friday, Dec 11, 5:00 PM

NEW AGENCY?

Register on the e-CImpact login page. If you need it, the organization code is 43145U

RETURNING AGENCY?

Log-in as usual, and if you have trouble, select "Forgot password" on the login page, or reach out to Blakely Roof at Blakely@unitedwayhorry.org

E-CIMPACT LOGIN

agency.e-cimpact.com/login.aspx?org=43145U

INSIDE THE APPLICATION: AGENCY SECTION

ELIGIBILITY

Contact details, then yes/no questions on nonprofit status, years of service, your board, Horry County, and your Bold Goal, plus the Patriot Act statements.

AGENCY INFORMATION

Year founded, executive director, board chair, counties served, your agency background, and the collaborative box with your partner list.

AGENCY FINANCIALS

Operating budget by month, top five revenue sources, special circumstances, reserve account, and anything that helps us understand your finances.

SUPPORTING DOCUMENTS

Where you upload the documents listed under "What to have ready."

You complete these once for your agency, no matter how many programs you add.

INSIDE THE APPLICATION: PROGRAM SECTION

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PROGRAM INFORMATION

Program name, new or existing, dates, staff, total cost, your request, and your one Bold Community Goal.

PERSONS SERVED

Total clients and total services as counts. Everything else as estimated percentages.

PROGRAM PROPOSAL

Four questions: your program, who can participate, how you verify income, and your collaborations.

OUTCOMES

Choose at least one measure for each of the three questions.

OUTCOMES NARRATIVE

How you will measure your outcomes, and how written-in outcomes relate to your Bold Goal.

PROGRAM BUDGET

Short questions on funding and how the grant will be used, plus your program budget upload.

WHAT TO HAVE READY

AGENCY DOCUMENTS

- Organization budget (whole agency, current fiscal year)
- Most recent tax return (Form 990)
- Board list with contact information and term dates
- Balance sheet and two years of financial activity statements
- Audit or Financial Systems Questionnaire

PROGRAM DOCUMENTS

- Program budget (revenue and expenses for this program)
- A written partnership agreement (MOU), if you apply as a collaborative and have one

TWO DIFFERENT BUDGETS

ORGANIZATION BUDGET

Your whole agency

- All revenue and expenses across every program and every county
- Your board-approved budget for the current fiscal year
- Uploaded with your agency documents

What does it cost to run our whole agency this year?

PROGRAM BUDGET

Only what you are applying for

- Revenue and expenses for this program only
- Uploaded with your program documents

What does it cost to run this specific program, and how is it funded?

WHICH BUDGET DO YOU NEED?

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1

YOU ARE

Applying for a specific program

YOU UPLOAD

An organization budget (your whole agency) and a program budget (just that program, with revenue and expenses).

2

YOU ARE

Applying for general operations, and you serve only Horry County

YOU UPLOAD

Your organizational budget is all you need. Upload the same budget in both the Organization Budget and Program Budget sections.

3

YOU ARE

Applying for general operations, and you serve more than Horry County

YOU UPLOAD

Your overall organizational budget and, if possible, a separate budget showing only Horry County operations. If you cannot separate these expenses, you may upload your organizational budget in both sections. Just include the estimated percentage of your budget that supports Horry County in the Program Budget Narrative section.

Every budget includes both revenue and expenses.

REVIEWING APPLICATIONS: WHO ARE THE VISION COUNCILS?

COMMUNITY VOLUNTEERS	Volunteers from across Horry County review and score every application. UWHC staff support the process.
ISSUE-AREA EXPERTS	People with expertise in each Bold Community Goal, including those who helped us build the Community Game Plan.
LIVED EXPERIENCE AND BUSINESS LEADERS	Local experts, individuals with lived experience, business leaders, and organizations working to create meaningful impact.
PREVIOUS ALLOCATIONS VOLUNTEERS	Volunteers who have reviewed applications in past cycles bring that experience to the councils.
UWHC BOARD MEMBERS	Members of the UWHC Board of Directors also serve on the councils.

HOW THE COUNCILS ARE BROKEN UP

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YOUTH OPPORTUNITY

Reviews applications for this Bold Community Goal

HEALTHY COMMUNITY

Reviews applications for this Bold Community Goal

FINANCIAL SECURITY

Reviews applications for this Bold Community Goal

COMMUNITY RESILIENCY

Reviews applications for this Bold Community Goal

FINANCE VISION COUNCIL

Reviews the financial documents for every application

VISION COUNCILS
Score applications and hold site visits

→

ALLOCATIONS CHAIR AND UWHC STAFF
Meets with all four councils

→

UWHC BOARD OF DIRECTORS
Gives final approval

HOW APPLICATIONS ARE SCORED

VISION COUNCILS: APPLICATION AND SITE VISIT

- Need and fit: local data, alignment with a Bold Goal, gaps in services
- Program design: who you serve, barriers, referrals
- Partnerships and approach
- Outcomes: alignment, how you measure, realistic numbers
- If you are a 2026 Grantee, the vision councils will also review the 2026 year-end report that is due in January 2027.

FINANCE VISION COUNCIL: FINANCIAL REVIEW

- Financial health: Form 990, audit or questionnaire, balance sheet
- Budgets: clear, reasonable, and explained
- Stability: diversified funding and a plan to sustain the work
- Use of funds: how a grant would be used

Everyone is scored with the same preset criteria, so every agency is evaluated the same way.

TIPS FOR A STRONG APPLICATION

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WRITE FOR A NEW READER

Assume the reader has no idea who your organization is or what you do

SKIP ACRONYMS AND JARGON

Use plain language the general public would understand

USE LOCAL DATA

Show the need in Horry County with specific numbers

SHOW A HEALTHY MIX OF FUNDING

Explain how other dollars support the program

ASK FOR WHAT YOU NEED

Request essential resources, not more than you need

START EARLY AND SAVE OFTEN

Save your work as you go and use the Resource Center

AFTER YOU APPLY

DEC 14-18

UWHC staff confirm all required documents are uploaded

FEB 8-12

Vision Councils meet virtually to discuss and score the applications they reviewed

FEB 15-26

One-hour virtual site visits with applicant agencies

MAR 8-12

Vision Councils meet in person with the Allocations Chair to make recommendations to our Board of Directors

END OF MARCH

Agencies are notified of their 2027 grant award

APRIL

First payment, covering January to March, then regular monthly payments for the rest of 2027

IF YOU ARE FUNDED

REPORTS

Funded programs report their results during the grant year through e-Cimpact (mid-year and year-end).

COMMUNITY ENGAGEMENT

We ask grantee agencies to send someone to either the full HC3 collaborative meetings or an HC3 working group. You don't have to attend both, and you don't have to attend every meeting if you can't.

We also encourage you to attend the Waccamaw Nonprofit Summit, but it is not required.

QUESTIONS?

UNITED WAY
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Until Friday, October 30

KATIE WISE

Director of Community Impact

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843-347-1183

After Friday, October 30

BLAKELY ROOF

President & CEO

blakely@unitedwayhorry.org

843-347-1186

Visit unitedwayhorry.org for the Community Game Plan and the applicant guide. Thank you for the work you do in Horry County.