

Collective Impact Legacy Grant Guidelines

working together to make a lasting difference

In celebration of our 50th anniversary in 2015, United Way Central Alberta created the Community Impact Legacy Fund. This year, \$10,000 from this fund will be awarded to one or more collective action initiatives that work in partnership to address a complex community issue.

We know that to be maximally effective in addressing complex social challenges it is necessary to move beyond collaboration towards collective action. The collective action framework involves multi-sector partners working on a common agenda, involving mutually reinforcing activities, with shared measurement, continuous communication and backbone support. We know that through these shared efforts we can encourage more creative solutions to the issues in our community.

The primary objective of the Collective Impact Legacy Grant is to support collaborative efforts occurring throughout Central Alberta that address the root causes of social conditions in one of our three priority areas.

- Education – Enabling kids to be all that they can be
- Income – Moving people from poverty to possibility
- Wellness – Building strong and healthy communities

We've designed a grant process that reflects the emerging state of social change. After providing a brief proposal on their project, successful applicants will make a 10 minute pitch to the United Way judges, followed by a 5 minute question period.

THE CRITERIA:

- Collective impact initiative with multisectoral partners (for more information on what collective impact is - <http://www.fsg.org/approach-areas/collective-impact>)
- Must have a registered charity as part of the initiative which can be the fiscal agent for the project
- The initiative must address a chronic social condition that relates to at least one of United Way of Central Alberta's priorities (for further information on these priority areas please refer to the attached Community Impact Framework)
- The initiative must be working within the geographic area served by the United Way of Central Alberta (see attached map and list of communities).
- 2017 grant range is up to \$13,000 for the following types of projects:
 - **Learning** - increase knowledge about the issue and to build community capacity to take effective action. This may include conducting surveys or focus groups.
 - **Community engagement** – host community conversations on the issue
 - **Community plan** – develop a plan for how to address the issue where stakeholders share a common agenda and interventions are mutually reinforcing
 - **Communication** - develop and implement a plan to ensure continuous communication for the issue
 - **Measuring progress** - develop and implement a measurement system that tracks your efforts towards achieving your goals

THE PROCESS:

- Submit the proposal (see the Collective Impact Grant Proposal for details) by **4:00 pm on Friday, May 11, 2018** to Lori Jack at lori.jack@caunitedway.ca
- Successful applicants will be invited to pitch their project to the UWCA Judging panel on **Wednesday May 23, 2018 from 4:30 to 6:00 pm** at the United Way office
- Your pitch must be no more than ten minutes with an additional five minute Q&A period from the panel
- A project report to be submitted after March 31, 2019

THE PITCH:

The pitch is an opportunity for you to tell the story of your collaboration, the social issue you are addressing and how this project will impact your collaboration's effort to address the social issue. The following is a basic outline for any pitch.

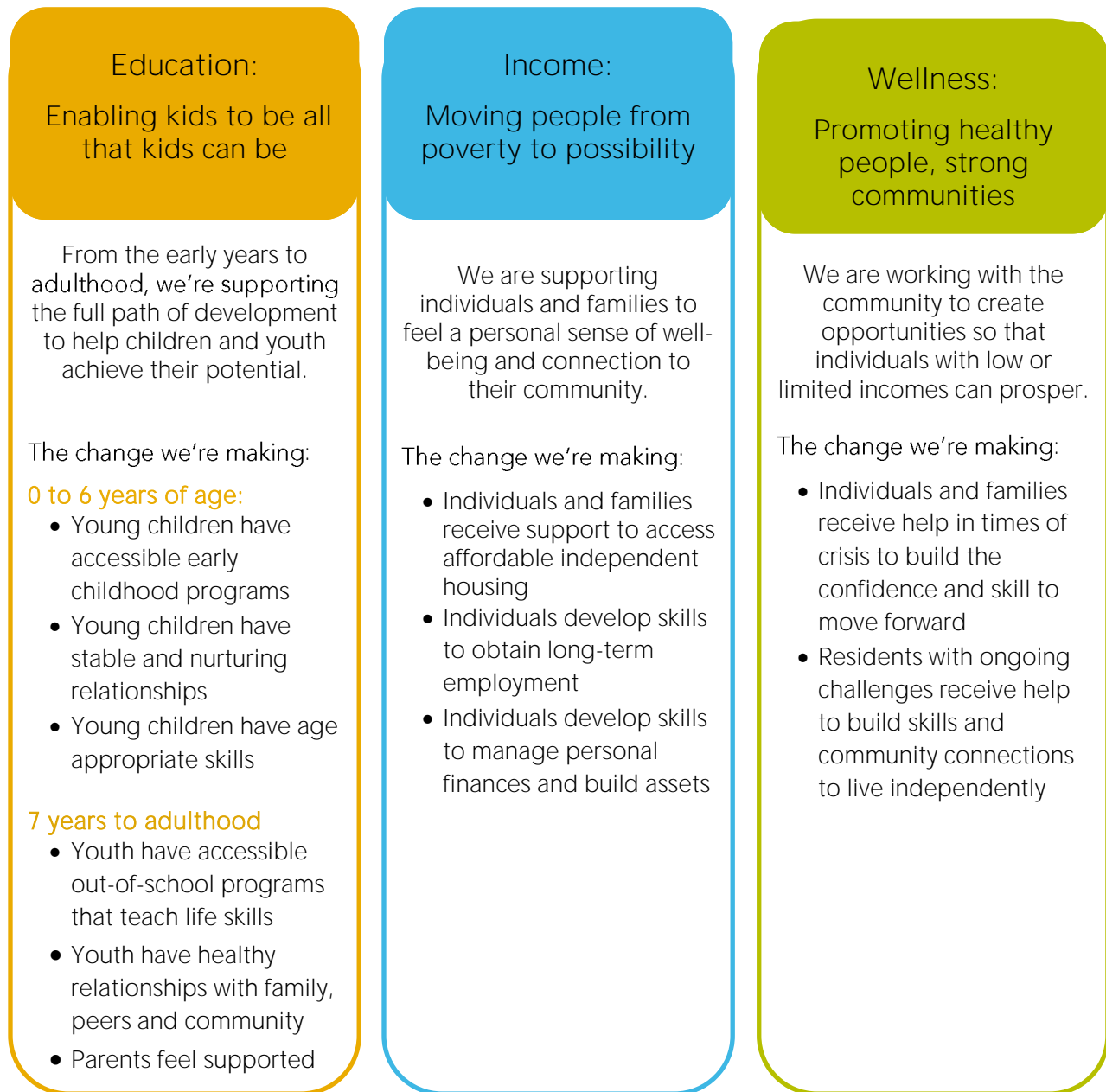
1. Introduction
 - a. Who are you and what do you do?
 - b. Elevator pitch about your collaboration.
2. Describe the issue
What is the issue you are working to address? Be specific. Avoid jargon. Make it understandable and/or relatable to lay persons. Tell the story.
3. Describe the project
Expand on the details shared in part B of your proposal.
4. Describe the impact
What will be different at the end of the project? What will be the impact to the issue you are working to address?

Questions can be directed to
Lori Jack at 403-343-3900 or via email at lori.jack@caunitedway.ca

The information collected in your proposal is protected under the Personal Information Protection and Electronic Documents Act. It will be used to determine your eligibility to receive funding from United Way of Central Alberta. Information specifically related to programs, including client stories, may be used in communications with the community to highlight how donated funds make a difference in the community.

Community Impact Framework

Through continuous research, a deep understanding of our Central Alberta community's challenges and experience working with key partners, we believe the best opportunity to change lives and social conditions rests in the following three priority areas:



Because we understand the issues impacting our community, our staff and volunteers are focused on

- **Investing** in programs and projects that address these challenges and demonstrate success in achieving results
- **Partnering** with agencies, community collaborations and provincial initiatives that address the underlying issues
- **Promoting** the importance of these issues and the difference that we, collectively, can have on the lives of people in our community.

Our region recently expanded and now includes the following cities, counties and communities in Central Alberta.

Cities
 Camrose
 Lacombe
 Red Deer
 Wetaskiwin

Counties including all communities
 Clearwater County
 County of Stettler
 County of Wetaskiwin
 Kneehill County
 Lacombe County
 Mountain View County
 Ponoka County
 Red Deer County

Neighbouring Communities

Altario	Golden Days	Telfordville
Bashaw	Halkirk	Thorsby
Bittern Lake	Itaska Beach	Tillicum Beach
Breton	Kelsey	Veteran
Brownfield	Kirriemuir	Violet Grove
Buck Creek	Lindale	Warburg
Calmar	Looma	
Carnwood	Monitor	
Castor	Pelican Point	
Consort	Poplar Ridge	
Coronation	Rolly View	
Compeer	Strome	
Drayton Valley	Sundance Beach	
Forestburg	Sunnybrook	



Collective Impact Legacy Grant Proposal

To apply for United Way's Collective Impact Legacy Grant, please send us your proposal (maximum of 5 pages) that contains the following contact information and responses to the questions below.

A. Tell us about your collaboration

1. What is the name of your community collaboration?
2. What year did you become established?
3. What social issue are you focused on?
4. Which United Way priority area does your collaboration best fit within (see guidelines for description of each)?
 - Education: Enabling kids to be all that they can be
 - Income: Moving people from poverty to possibility
 - Wellness: Building strong and healthy communities
5. Please provide the following information on the **fiscal sponsor** for you collaboration: The fiscal sponsor **agrees to manage the finances** for the project. The fiscal sponsor organization **must** be registered with Canada Revenue Agency. If the fiscal sponsor is the same as the lead organization, then just complete the Revenue Canada Charitable Registration Number in the following section. For the purposes of this grant, the fiscal sponsor is considered the lead organization for this initiative.
 - Registered Name of Organization
 - Revenue Canada Charitable Registration Number
 - Name of Contact Person
 - Title
 - Email Address
 - Mailing Address
 - Street Address (if different)
 - Telephone and Fax numbers
 - Website Address
6. Please list the other collaborating partners for this project.

B. Tell us about your project

1. Which grant area does your project fit within (see guidelines for brief description of each)?
 - Learning
 - Community engagement
 - Community plan
 - Communication
 - Measuring progress

2. How much funding are you requesting?
3. Why do you need the grant and how will you use the funds that you receive?
4. What are your goals for the project and how will you measure success?
5. Who are the key stakeholders that will be involved with this project?
6. How will the grant improve your collaboration's capacity to address this social issue?

C. Authorization for Application of Funds:

Please have the Executive Director for the **fiscal sponsor** organization sign the proposal to represent their consent of this project and the accuracy of the information contained in the proposal.