UNITED WAY FOR CORTLAND COUNTY IMPACT FUNDING
2025 APPLICATION INSTRUCTIONS
July - December

ELIGIBILITY
Any registered 501(c)(3) non-profit organizations operating in Cortland County whose work aligns with United Way's impact areas of Youth Opportunity, Healthy Community, and Financial Security to address barriers experienced by Asset Limited, Income Constrained, Employed (ALICE) threshold households in the County. More information can be found at www.unitedforAlice.org/county-report/new-york (use drop down menu to choose Cortland County). Applicants are required to operate in accordance with IDEA (Inclusion, Diversity, Equity, and Access).

NEW GRANT CYCLE
UWCC is transitioning to a calendar year funding cycle. This application will serve as the second half of 2025 grant opportunity. Grant applications for the 2026 yearlong award cycle (January-December) will open in early winter 2025.

FUNDING GUIDELINES
- The 2025 grants are awarded for a period of 6 months; allocations are distributed monthly July 2025-December 2025.
- The minimum grant request is $2,000, and the maximum possible award will be $15,000 per program proposal.
- A separate application is required for each program for which you are requesting funding.
- Grant awards are subject to funding availability.
- Awardees are required to submit a Funding Progress Report 6 months from the first allocation payment.

GRANT APPLICATION TIMELINE
- Submit your request by May 23rd, 2025
- Awardees will be notified by June 13th, 2025
- Monthly allocations will begin July 1st, 2025

GENERAL INFORMATION AND COMMUITY FUNDING STRATEGY
The mission of the United Way for Cortland County (UWCC) is to improve the lives of families in our community by uniting the resources of donors, volunteers and agencies. UWCC seeks to achieve its mission in Cortland County by:
- Improving upward economic and social mobility in the community to increase resilience and stability.
- Supporting programs that provide a wrap-around service, addressing barriers that prevent better outcomes and/or creates opportunities to address gaps in social services.
- Identifying and addressing the root causes of problems that challenge our community.
- Investing in strategies and programs that deliver cost-effective, measurable results.

- Supporting programs and agencies that have sound fiscal and management practices.
- Fostering efforts that build collaboration and partnerships.
- Leveraging community resources beyond the annual campaign.

Based on data from the United Way ALICE study and United Way World Wide's Thriving United Way framework, UWCC has consolidated its funding priorities to the following community impact priority areas in 2025:

- **Youth Opportunity**
- **Healthy Community**
- **Financial Security**

PROGRAM EVALUATION

Program accountability is central to responsible stewardship of community raised funds. UWCC will supply all awardees with a Funding Evaluation Report to be completed 6 months from the first month of awarded allocation payment. The Funding Evaluation Report will reflect the results of the funding and its resulting influence on the UWCC priority impact areas. The information provided will be used for internal accounting and select impact communication needs. All awardees must complete this evaluation in a timely manner to remain in good standing with the UWCC and be eligible for funding in the future.

TO APPLY

- Read the entire grant funding packet (17 pages including this document plus scoring rubric and funding evaluation report for your reference).
- A PDF fillable document is included as well as all other important grant cycle material.
- Enter your information to each question on the form. Do not leave any answers blank.
- Submit each grant application separately to director@cortlandunitedway.org.
- No attachments will be considered.
- Submit by May 23rd, 2025.

If have any questions, please contact Kristina Thelen at (607) 756-5639 or email director@cortlandunitedway.org

UNITED WAY FOR CORTLAND COUNTY IMPACT FUNDING
2025 COMMUNITY IMPACT PRIORITY AREAS
July-December

Community impact work is the way local United Ways create positive community changes to improve the lives of residents and address underlying issues. United Way is a champion for Inclusion, Diversity, Equity and Access (IDEA) as well as programs and policy addressing Asset Limited, Income Constrained, Employed (ALICE) individuals and households. The United Way for Cortland County aims to increase social and economic stability for ALICE community members through these three key priority impact areas:

Youth Opportunity
Healthy Community
Financial Security

These impact areas, working in congruence, have the collective power to change lives for the most vulnerable and the most secure alike. United, the Cortland County community can work together to ensure greater prosperity and reduce the cycles of poverty that keep individuals and families from reaching their full potential and strain social care networks. Robust programmatic pathways and pipelines provide steppingstones through the entire spectrum of the social services network. In each of the three key priority impact areas, wrap around services are essential to bridge the gaps that define an individual's ultimate success. This effort reduces barriers, builds trust, and closes the circuit of supportive care.

Youth Opportunity
Building Pathways to Lifelong Stability and Empowerment
UWCC wants to enable young people to reach their full potential in life. We seek to support programs that connect them with comprehensive support, from early childhood through their transition into fulfilling careers, fostering lifelong stability and breaking cycles of poverty. This includes ensuring kindergarten readiness, academic success through high school graduation, and preparedness for both college and career pathways. We are committed to creating self-reliant individuals by focusing on economic opportunity and empowerment. Our specific strategies and approaches include:

- **Investing in Early Childhood Development:** Proactively supporting the healthy early development of young children and their smooth transition to kindergarten through initiatives such as enriching pre-school childcare options.
- **Promoting Foundational Literacy:** Providing literacy support to guarantee all students achieve reading proficiency by the end of third grade, a critical building block for future academic and economic success.
- **Expanding Learning and Enrichment:** Offering robust learning and enrichment opportunities, particularly for academically at-risk students, through after-school and summer programs that not only reinforce academic skills but also spark curiosity and broaden horizons in personal and civic growth.

- **Empowering Families as Partners:** Engaging parents and families by equipping them with the essential resources, tools, and information to actively support their child's development, educational journey, and understanding of future economic opportunities.
- **Creating Integrated Support Systems:** Partnering with K-12 schools and community-based organizations to deliver holistic, wrap-around support within the school environment, addressing both academic and socio-economic barriers.
- **Cultivating Life Skills that lead to College and Career Readiness:** Actively supporting youth in their transition to adult life through targeted interventions to stabilize and uplift personal dignity and empowerment in a preventive or crisis management environment. Providing further support through mentorship, career exploration, soft skills development, and leadership training that opens doors to a greater diversity of opportunities.
- **Advancing Equity and Closing Opportunity Gaps:** Implementing targeted efforts to dismantle persistent disparities in educational access and outcomes, ensuring that all young people, regardless of background, have equitable opportunities for success and economic mobility.

Healthy Community
Fostering Wellbeing, Economic Opportunity, and Empowerment

We are committed to improving the health and wellbeing of individuals and families, recognizing that a healthy community is foundational for economic opportunity and breaking cycles of poverty. Our focus extends beyond physical health to address the interconnected factors that empower self-reliance and lifelong stability. We strive to enable individuals and their families to not only live healthy lives but also to access pathways towards financial stability. This includes:

- **Ensuring Equitable Access to Diverse Healthcare:** Increasing access to a broader range of healthcare services by strategically expanding the availability of care in areas where gaps in ability to pay, coverage, specialized care, or greater need for representation currently exist.
- **Promoting Healthy Lifestyles through Food Security:** Improving access to healthy, nutritious food, essential for metabolic health and the cognitive function necessary for personal advancement.
- **Creating Safe and Healthy Environments for Growth:** Increasing access to and the accessibility of safe, healthy spaces that support physical and mental wellbeing, fostering environments conducive to recovery/rehabilitation, learning, working, and greater community engagement.
- **Addressing the Social Determinants of Health for Economic Mobility:** Championing community advocacy efforts that foster a greater understanding of the Social Determinants of Health (e.g., employment, education, housing). Recognizing the critical interconnectedness of these areas and their profound impact on overall health outcomes, we support the collective goal of addressing them as fundamental to individual self-actualization and stability.

2025 UWCC IMPACT FUNDING PRIORITY AREAS

Financial Security
Empowering Economic Opportunity for Lifelong Stability and Self-Reliance

We believe everyone deserves the opportunity to earn a living that not only sustains their family but also builds security for future generations, breaking cycles of poverty and fostering self-reliance. United Way's Financial Security strategy is centered on empowering individuals to achieve lasting financial stability and access pathways for upward economic mobility. Our comprehensive approach includes:

- **Increasing Parental Employment and Education:** Affordable and accessible childcare allows parents, particularly mothers, who often bear the primary caregiving responsibilities, to participate more fully in the workforce or pursue further education and training. This leads to increased household income and career advancement, key drivers of economic mobility.
- **Increasing Access to Interventions:** Proactively guiding individuals and families through the social support system, connecting them with stabilizing programs to assist in building and maintaining forward momentum. Both preventative and crisis interventions provide comprehensive care as each option meets people where they currently are. These efforts have the power to prevent or stall financial setbacks requiring greater public funding to address.
- **Strengthening Food Security and Emergency Support:** Promoting and supporting agencies and programs that effectively address food insecurity and provide crucial emergency food access, ensuring basic needs are met as a steppingstone towards greater financial stability.
- **Facilitating Pathways to Household-Sustaining Employment:** Opportunities that help individuals attain jobs that offer living wages, essential benefits, and clear opportunities for advancement through continuing education, vocational training, and career development support, fostering long-term economic independence.
- **Securing Safe, Affordable Housing, and Homeownership Opportunities:** Assisting individuals and families in securing safe and affordable housing, working to reduce homelessness, and providing tangible pathways to homeownership, recognizing housing stability as a cornerstone of financial security and community integration.
- **Advancing Economic Equity and Opportunity Creation:** Working to close persistent economic gaps and disparities by fostering economic opportunity creating a more inclusive and equitable economic landscape.
- **Improving Upward Economic and Social Mobility:** Implementing strategies that foster upward economic and social mobility within the community, thereby increasing overall resilience and long-term stability for individuals and families.
- **Providing Holistic Wrap-Around Support:** Supporting programs that offer comprehensive wrap-around services, effectively addressing the interconnected barriers and gaps often present in publicly funded social services, ensuring individuals receive the multifaceted support needed to achieve lasting self-sufficiency.

UNITED WAY FOR CORTLAND COUNTY IMPACT FUNDING
2025 UWCC GRANT FUNDING APPLICATION
July – December

Name of organization applying:
_____

Has the program received UWCC grant funding in the past?

☐ **Yes**

☐ **No**

If so, how long has the program received UWCC grant funding: _____

Grant funding amount requested: $ _____

Contact Name: _____

Contact Phone Number: _____

Address: _____

_____

Website: _____

Name of specific program to be funded: _____

Is this a pilot program or established program:

☐ **Pilot**

☐ **Established**

If this is an established program, what is the number of years it has been in operation:

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How many unique individuals will the program serve in 1 year: *(1-2 lines)*

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PROGRAM ALIGNMENT

As outlined in the 2025 UWCC COMMUNITY IMPACT PRORITY AREAS document, the program addresses: (choose up to two)

☐ **Youth Opportunity**

☐ **Healthy Community**

☐ **Financial Security**

Provide an overview of the program: *(3-4 lines)*

Describe the problem you are addressing in more detail. You must include appropriate data to indicate the prevalence of this issue in the Cortland County community: *(250 words)*

Describe the program's specific role in addressing the problem: *(250 words)*

Describe how the program relates to the priority impact area(s) chosen above: *(250 words)*

2025 UWCC GRANT APPLICATION

Specify how the program interacts with Asset Limited, Income Constrained, Employed (ALICE) households and addresses the issues pertinent to this specific community demographic (e.g. does the program conduct intake assessments that include income verification, households size assessment, etc.) *More information can be found at https://www.unitedforalice.org/county-report/new-york (use drop down menu to choose Cortland County).: (250 words)*

Does the program require individuals to be within the identified ALICE threshold in Cortland County (e.g. single adult income of $14.27or below hourly wage) for participant eligibility: *(100 words)*

Household Survival Budget, Cortland County, New York, 2022

Monthly Costs and Credits	Single Adult	One Adult, One Child	One Adult, One In Child Care	Two Adults	Two Adults Two Children	Two Adults, Two In Child Care	Single Adult 65+	Two Adults 65+
Housing - Rent	$534	$466	$466	$466	$557	$557	$534	$466
Housing - Utilities	$163	$258	$258	$258	$310	$310	$163	$258
Child Care	$0	$352	$938	$0	$703	$1,979	$0	$0
Food	$459	$778	$698	$841	$1,415	$1,250	$424	$776
Transportation	$425	$559	$559	$666	$1,076	$1,076	$361	$537
Health Care	$200	$378	$378	$378	$643	$643	$540	$1,080
Technology	$86	$86	$86	$116	$116	$116	$86	$116
Miscellaneous	$187	$288	$338	$273	$482	$593	$211	$323
Tax Payments	$325	$710	$854	$387	$955	$1,270	$392	$712
Tax Credits	$0	($302)	($302)	$0	($713)	($603)	$0	$0
Monthly Total	$2,379	$3,573	$4,273	$3,385	$5,544	$7,191	$2,711	$4,268
ANNUAL TOTAL	$28,548	$42,876	$51,276	$40,620	$66,528	$86,292	$32,532	$51,216
Hourly Wage	$14.27	$21.44	$25.64	$20.31	$33.26	$43.15	$16.27	$25.61

ALICE THRESHOLDS ➡

Describe how the program operates in compatibility with IDEA (Inclusion, Diversity, Equity, and Access): *(250 words)*

PROGRAM MANAGEMENT

How does the program ensure participants receive comprehensive wrap-around services (e.g. the program takes steps to address interconnected challenges, refers to other support services, and follows up on the results from those efforts)? Specify any tracking mechanisms or procedures in place: *(250 words)*

List the names and job titles of staff or volunteers working primarily in the specific program applying for grant funding:

Describe in detail the program's metrics for success. Include any milestones, goals, and/or deliverables: *(250 words)*

PARTNERSHIPS

List the agencies, organizations, and/or businesses that collaborate/support the program and describe the partnership roles: *(250 words)*

What is the geographic area the program is in and what is the program's geographic reach: *(100 words)*

BUDGET NARRATIVE/DESCRIPTION OF ORGANIZATIONAL NEED

Funding requested from UWCC: $ _____

Total cost of the program (1 year budget): $ _____

Grant funding will be utilized for: (choose all that apply then specify amounts below)

☐ **Payroll**

☐ **Supplies**

☐ **Overhead**

☐ **Other**

Specify the amounts grant funding will be used for in each area chosen above: *(100 words)*

What other funding sources and amounts will be used to support this program (planned or in-hand): *(100 words)*

Will this program be operational without UWCC funding? If so, describe how the program will operate if not given 100% of funding: *(250 words)*

Click on the SUBMIT button to officially email & submit your United Way Impact Funding Application:

UNITED WAY FOR CORTLAND COUNTY IMPACT FUNDING
2025 UWCC SCORING RUBRIC

PROGRAM _____

AGENCY _____

IMPACT PRIORITY AREA(s) (circle): Youth Opportunity, Healthy Community, Financial Security

OVERALL SCORE _____

40 Points - Program Alignment/Community Need (5 possible points each)
1. The problem being addressed is described in satisfactory detail.
2. The appropriate data is included to demonstrate the prevalence of the issue.
3. The program's role in addressing the problem is described in satisfactory detail.
4. The program aligns with 2025 UWCC Priority Impact Areas.
5. The program is knowledgeable about and interacts with Asset Limited, Income Constrained, Employed (ALICE) households.
6. The program specifically requires individuals to be within the ALICE threshold to participate.
7. The program demonstrates compelling ways to determine eligibility for the program that confirms participants fall within the ALICE threshold for their household size.
8. The program aligns with IDEA.

20 Points - Program Management/Accountability
1. The program demonstrates that participants receive comprehensive wrap-around support.
2. The program utilizes tracking mechanisms or procedures to ensure wrap-around support.
3. The program demonstrates sound internal management factors through employment of dedicated staff or volunteers.
4. The program demonstrates sound metrics for success.

15 Points – Partnerships/Local Leadership
1. The program interacts with other agencies, organizations, and/or businesses.
2. The program demonstrates compelling partnerships.
3. The program demonstrates interactions with rural areas/a wider geographic reach.

25 Points - Budget Narrative/Organization Description of Need
1. The program demonstrates sound grant funding utilization.
2. The grant funding uses are essential to the program's operation.
3. The program is currently or potentially supported by other funding sources.
4. The program could not effectively function without full funding from the UWCC.
5. The program satisfactorily describes operations if not awarded 100% of the UWCC funding ask.

Total Score: _____ 100 Total Points Possible

UNITED WAY FOR CORTLAND COUNTY IMPACT FUNDING
2025 UWCC GRANT FUNDING EVALUATION REPORT
July – December

Name of organization:

Contact name:

Contact phone number:

Grant funding amount awarded:

Name of program funded:

Was this a pilot program or established program:

> **Pilot**

> **Established**

How many unique individuals did the program serve in 6 months?

How many unique individuals will the program likely serve 1 year?

PROGRAM IMPACT

The program was able to address issues in the following areas: (choose up to two)

> **Youth Opportunity**

> **Healthy Community**

> **Financial Security**

Was the program able to address the community problem outlined in the initial application: *(100 words)*

If not, what barriers persisted that kept the organization from successful impact: *(100 words)*

Provide an overview of the program if changed in any major way(s) from the initial application for grant funding: *(100 words)*

If the program had to change in any major way from the initial application for grant funding, describe why the change was needed: *(100 words)*

Provide data points that reveal metrics for success as outlined in the initial application for grant funding. (e.g. the goal was to serve 100 unique individuals, and the program served 120): *(100 words)*

Specify how the program interacted with Asset Limited, Income Constrained, Employed (ALICE) households and addresses the issues pertinent to this specific community demographic (e.g. did the program conduct intake assessments that include income verification, households size assessment, etc.) *More information can be found at https://www.unitedforalice.org/county-report/new-york (use drop down menu to choose Cortland County).**:** *(100 words)*

Did the program require individuals to be within the identified ALICE threshold in Cortland County (e.g. single adult income of $14.27or below hourly wage) for participant eligibility: *(100 words)*

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ALICE THRESHOLDS ➡ Hourly Wage	$14.27	$21.44	$25.64	$20.31	$33.26	$43.15	$16.27	$25.61

Was the program able to operate in compatibility with IDEA (Inclusion, Diversity, Equity, and Access):
> **Yes**
> **No**
> **Other**

Describe any barriers to applying IDEA in the program's operation: *(100 words)*

2025 UWCC GRANT APPLICATION

PROGRAM MANAGEMENT

Did the program ensure participants received comprehensive wrap-around services (e.g. the program takes steps to address interconnected challenges, refers to other support services, and follows up on the results from those efforts)? Specify the outcomes of tracking mechanisms or procedures utilized: *(100 words)*

Describe any barriers in conducting wrap-around services: *(100 words)*

What were the program's metrics for success. Describe the milestones, goals, and/or deliverables and associated data (e.g. provided outreach to 250 individuals to utilize the program, created an online portal accessed by 300 users, etc.): *(100 words)*

PARTNERSHIPS

Were local partnerships successful? Please explain: *(100 words)*

Were there any barriers experienced by partners that influenced your program's outcome? *(100 words)*

2025 UWCC GRANT APPLICATION

Were there any barriers to maximizing the program's geographic reach? *(100 words)*

BUDGET USE/ORGANIZATIONAL NEED

Grant funding was utilized for: (choose all that apply then specify amounts below)

> **Payroll**
>
> **Supplies**
>
> **Overhead**
>
> **Other**

Specify the amounts grant funding was used for in each area chosen above: *(100 words)*

Was your organization able to secure funding from other sources: *(100 words)*

> **Yes**
>
> **No**

Was your organization able to operate the program without 100% funding from UWCC or other sources? If not, what barriers did the program experience (e.g. we had to turn away 25 clients, we didn't have the proper number of staff for x activity, we were not able to order the number of supplies needed, we forewent on a process or step that our capacity could not support): *(250 words)*