

PRIORITY AREA FRAMEWORKS

INTRODUCTION

Each year, United Way accepts applications for funding in one of three priority areas: All That Kids Can Be, From Poverty to Possibility, and Strong Communities.

This document outlines the priority areas and the frameworks developed, providing additional information for applicants. The frameworks are intended to:

- Ensure United Way investments remain relevant to the evolving needs of our local communities;
- Help potential applicants determine if and how their proposed programs fit within the priority areas;
- Assist the Community Investment Panel, the volunteers who develop funding recommendations for approval by the Board of Directors, in their decision-making process;
- Allow United Way to better communicate the impact of investments to donors and the community; and,
- Enable United Way to align more closely with the work of United Way Canada and the national movement.

PRIORITY AREAS

United Way investments address both short-term issues, by meeting basic needs, and long-term issues, by tackling the root causes of social issues. These investments are guided by three priority areas:

- The **All That Kids Can Be** priority area funds programs that encourage children and youth to reach their full potential. United Way invests in these programs as research demonstrates that it is one of the most powerful means to address the root causes of social problems. By increasing children and youth's connectedness and community involvement, engagement in learning, and emotional and physical wellbeing, these programs become investments in the future.
- The **From Poverty to Possibility** priority area funds programs that address basic needs by increasing financial and employment security, food security, and housing stability. United Way invests in these programs as research demonstrates that they are essential in addressing the far-reaching and complex issue of poverty. Investments in this area increase adults and families' ability to move out of poverty.
- The **Strong Communities** priority area funds programs that create safe and inclusive communities with adults experiencing isolation, adults in crisis, and adults with disabilities struggling to access needed services and supports. United Way invests in asset-building programs for these populations as research demonstrates it is an effective means to prevent and reduce vulnerability, isolation, and marginalization. By increasing connections to supports, neighbourhood and community engagement, and personal wellbeing and safety, these programs strengthen the community for all.

FRAMEWORKS

Not only do the frameworks serve as a summary of United Way's investment strategy but the contents are integrated into the funding application and the allocation process as a whole. This ensures United Way investments are both meaningful and measurable.

The frameworks consist of five elements:

- **Aligned Outcomes** are higher level, broader outcomes that express the intended impact of investments; for example: increasing housing stability.
- **Program Outcomes** are the benefits experienced by program clients that, in turn, demonstrate United Way is achieving its intended impact; for example: individuals and families have access to supports in emergency shelters. These outcomes closely reflect where investments can create the greatest impact in the local community.
- **Outcome Measures** are specific measures that demonstrate how clients benefit from participating in programs; for example: number and percentage of adults who report and/or demonstrate increased access to necessary supports in emergency shelters. Data is collected through a variety of methods and tools including staff observations and client surveys.
- **Sample Indicators** are examples of knowledge, skills, behaviours, attitudes, and circumstances that programs may use to demonstrate achievement of Outcome Measures and to communicate progress towards Program Outcomes and, ultimately, Aligned Outcomes. For example, this may include: increased knowledge of housing options, improved self-advocacy, and increased conflict resolution skills.
- **Program Examples** lists programs that could fit within each Aligned Outcome, Program Outcome, Outcome Measure, and Sample Indicator. For example, this may include: systems navigation and housing referrals.

The frameworks outline where United Way investments will create impact. While all three priority areas guide investments to improve lives and build community, the review process identified areas in which United Way investments would not create impact despite the need. Specifically, programs receiving federal, provincial, and/or regional government funding - such as large scale employment programs, emergency shelter beds, and affordable housing - will not be significantly affected by United Way funding. However, United Way can create measurable impact by investing in local programs to fill gaps in service in addition to other local initiatives.



Priority Area Framework

All That Kids Can Be

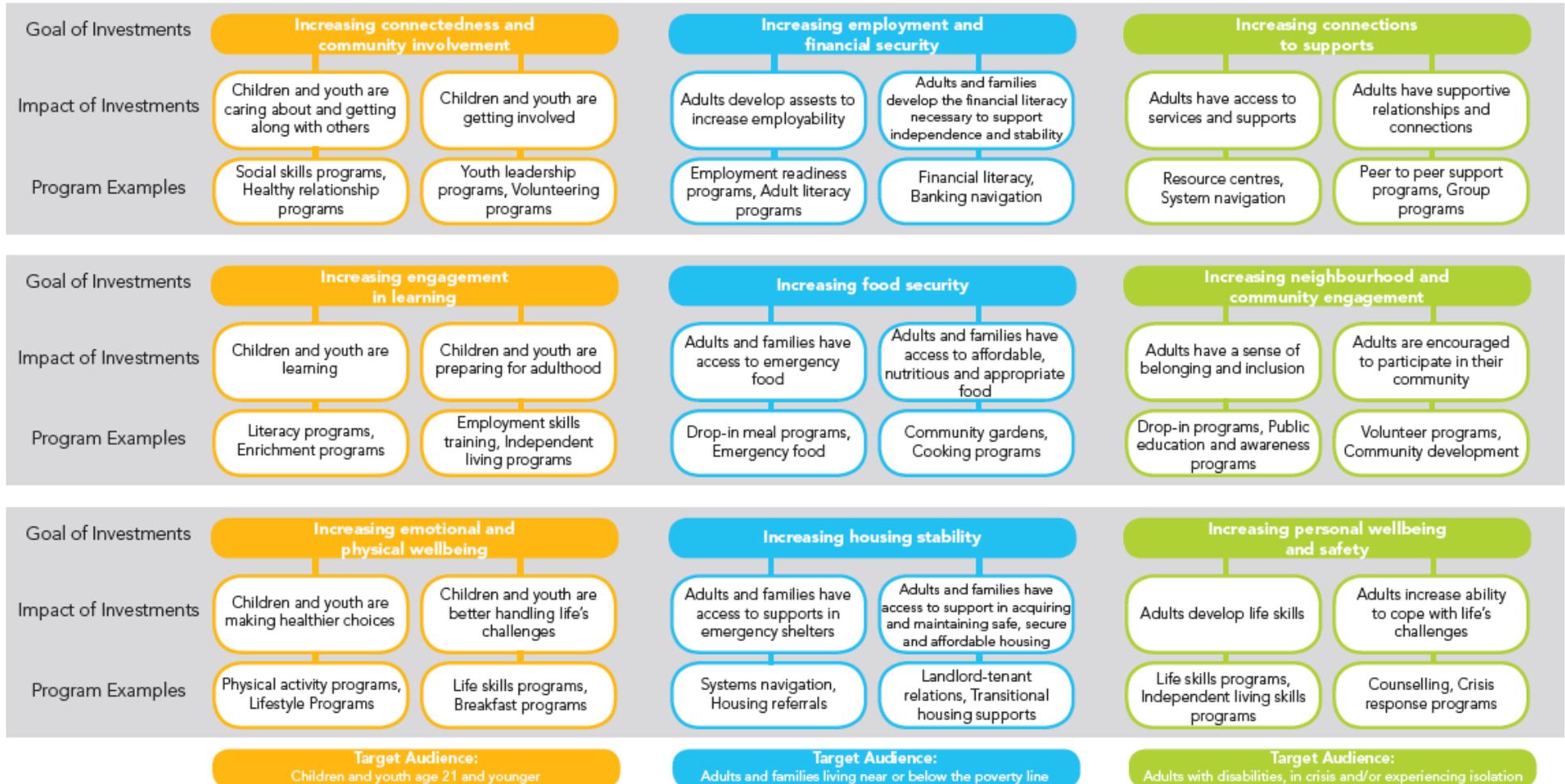
Encouraging children and youth to reach their full potential

From Poverty to Possibility

Meeting basic human needs and moving people out of poverty

Strong Communities

Creating safe and inclusive communities with vulnerable adults



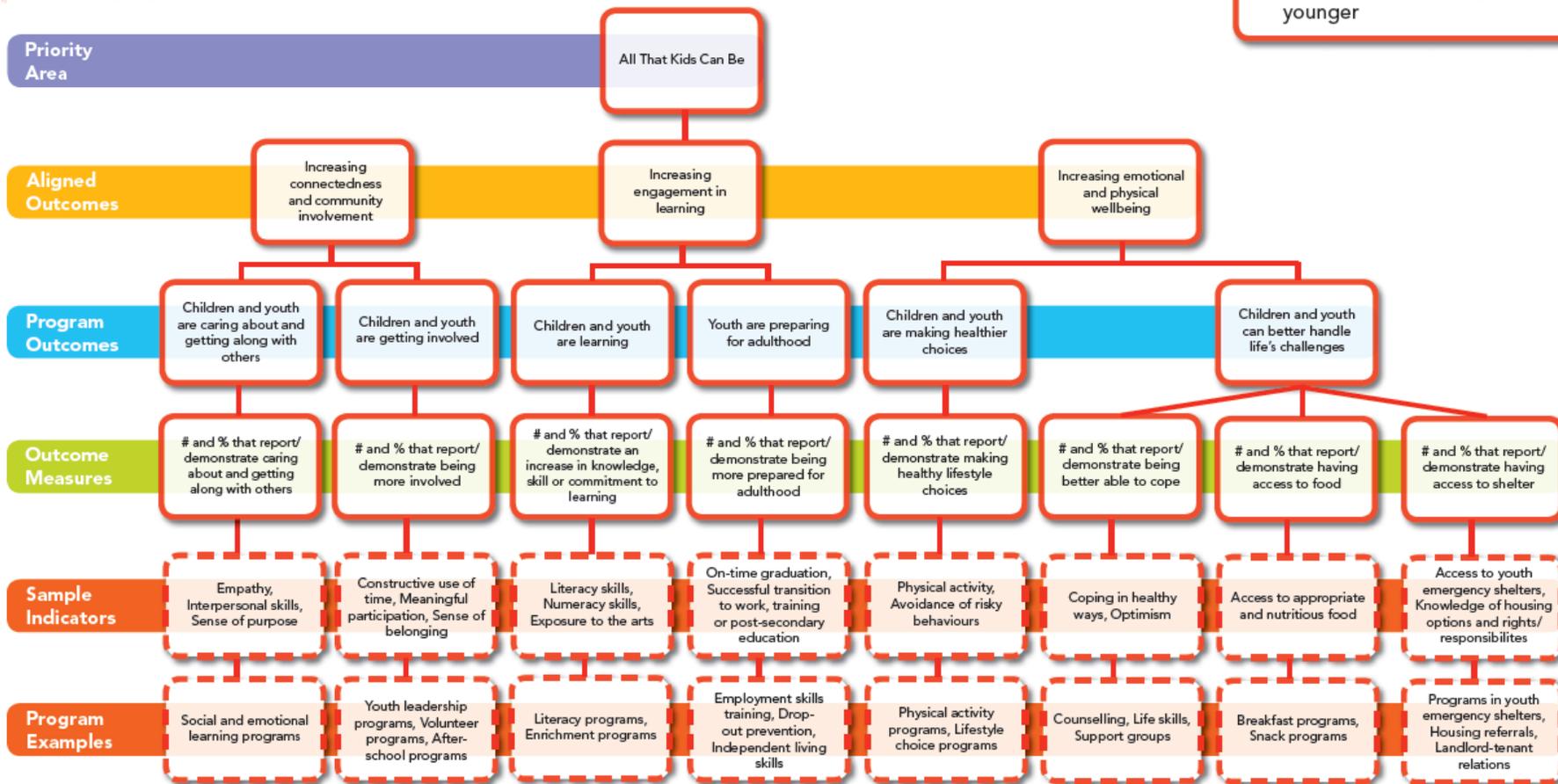


All That Kids Can Be Framework

Encouraging children and youth to reach their full potential

Including:

- Children and youth age 21 and younger

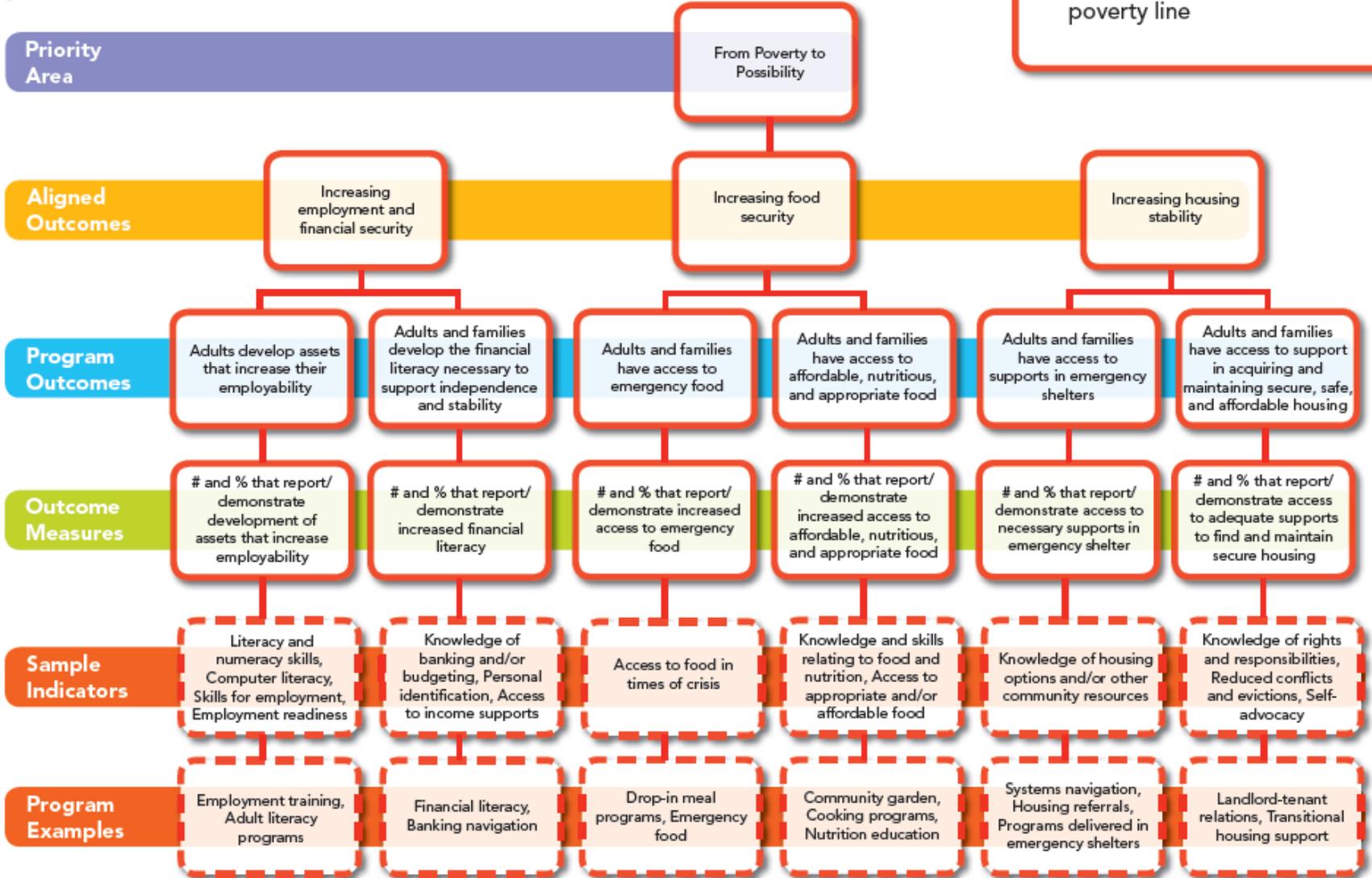




From Poverty to Possibility Framework

Meeting basic human needs and moving people out of poverty

Including:
• Adults living near or below the poverty line



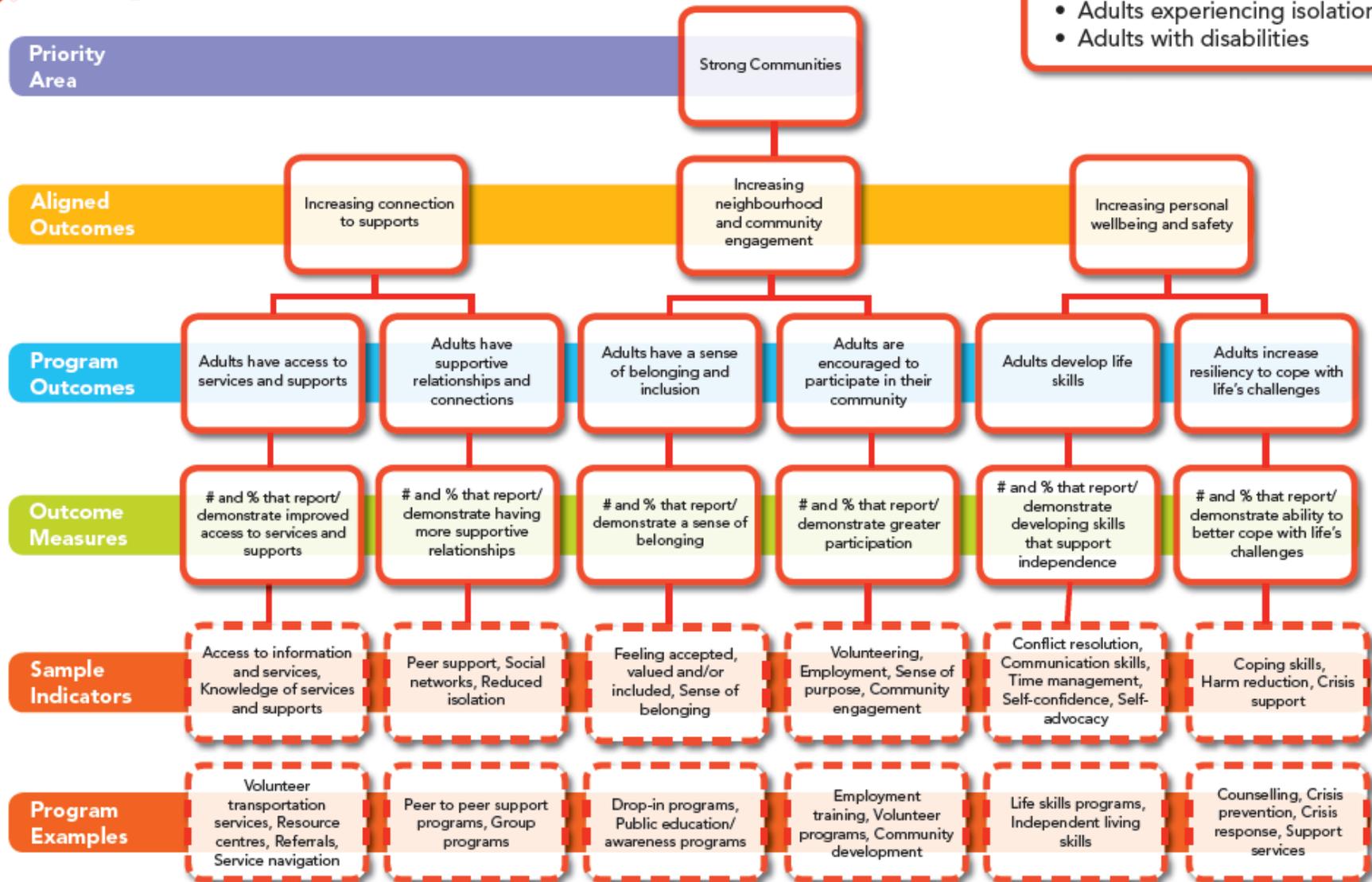


Strong Communities Framework

Creating safe and inclusive communities with vulnerable adults

Including:

- Adults in crisis
- Adults experiencing isolation
- Adults with disabilities



MOVING FORWARD

The frameworks summarizing the funding priority areas represent the discussions and issues currently addressed by United Way locally and nationally. As our collective experience and knowledge evolves, so will these frameworks.

INFORMATION FOR APPLICANTS

United Way accepts applications for funding for each priority area once every three years per the following schedule:

- Strong Communities: January 2019
- From Poverty to Possibility: January 2020
- All That Kids Can Be: January 2021

Successful applicants receive funding for three years.

Proposed programs are eligible for funding in one priority area only. Programs must directly contribute to an Aligned Outcome and an associated Program Outcome as presented in one of the priority area frameworks. Similarly, programs must measure the selected Program Outcome with a related Outcome Measure as identified in the framework. As such, applicants are strongly encouraged to review the frameworks for each priority area to determine if and where proposed programs best fit.

In brief:

- To apply for funding through the All That Kids Can Be priority area, programs must serve children and youth age 21 and younger and increase:
 - connectedness and community involvement,
 - engagement in learning, and/or
 - emotional and physical wellbeing.
- To apply for funding through the From Poverty to Possibility priority area, programs must serve adults and families living near or below the poverty line and address the basic needs of:
 - employment and financial security,
 - food security, and/or
 - housing stability.
- To apply for funding through the Strong Communities priority area, programs must serve adults experiencing isolation, adults in crisis, and/or adults with disabilities while increasing:
 - connections to supports,
 - neighbourhood and community engagement, and/or
 - personal wellbeing and safety.

For example:

- A cooking program developing independent living skills amongst residents of a youth shelter fits the All That Kids Can Be priority area. On the other hand, a cooking program providing affordable and nutritionally balanced recipes to adults and families living near the poverty line

best fits From Poverty to Possibility. In this example, the age of program participants determines which priority area is the best fit.

- A drop-in program fostering a sense of inclusion amongst adult participants best fits the Strong Communities priority area. However, a drop-in housing referrals program for adults fits From Poverty to Possibility. In this example, the intent of the program determines in which priority area it fits.
- A life skills program for women residing in an emergency shelter best fits the From Poverty to Possibility priority area. However, a life skills program for adults with developmental disabilities fits Strong Communities. In this example, both the program location and target audience must be taken into consideration when determining fit.