



# **2020 CALL FOR PROPOSALS GUIDEBOOK (OTTAWA)**

Date: 01| 08| 2020

## **NOTE TO READERS:**

This guidebook is intended as a comprehensive guide to the 2020 United Way East Ontario Call for Proposals Process. Although you will find sections of this guidebook in original form or summarized on our website, this document is meant to be 'one stop shopping' for instructions. The comprehensive nature of this guidebook is intended to eliminate the need to search out information in multiple places. We encourage you to make use of the table of contents and document hyperlinks when looking for specific information. United Way East Ontario staff are available to answer questions, but we encourage you to review the relevant portion of the guidebook before contacting us. This guide is meant for applicants from Ottawa and Lanark County.

## **UNITED WAY EAST ONTARIO INVESTMENT TEAM CONTACT INFORMATION:**



**Ottawa office:**



**Email:** [cfp\\_ottawa\\_questions@unitedwayeo.ca](mailto:cfp_ottawa_questions@unitedwayeo.ca)

**Voicemail:** 613-683-3861

**Voicemail and email are checked daily and questions are referred to the appropriate staff.**

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## TIMELINE

DATE	STEP
December 10-13	Agency Information Sessions (optional)
January 8	Application available in portal
February 12	Document checklist due
February 19	Application deadline (1pm)
February – April	Assessment process
Early May	Notification to Applicants
July 1, 2020	Funding Agreement begins for successful applicants

## GENERAL INSTRUCTIONS FOR PROPOSALS (AGENCIES NOT REQUIRING SPONSORSHIP)

**Use the checklist below to ensure all parts of your application are complete:**

The first step to completing your application is to review the requirements for step 1 and step 2 in the agency portal. These requirements include:

## STEP 1

☐

1. Update your organizational details (or create your organizational profile if you have not applied before).

☐

2. Within 'organizational details' answer a series of questions to determine if you require a sponsorship agreement and if your agency is eligible for funding from United Way East Ontario. If your agency requires sponsorship please refer to the instructions on the next page.

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3. Upload the five required documents requested in the document checklist. Upload the annual report if available. Required documents: audited financial statements\*, current list of board members, most recent approved annual general meeting minutes, current fiscal year organization budget (unaudited) and proof of sufficient and current liability insurance. A new set of documents must be submitted, even if you applied last year. The checklist deadline is February 12, 2020.

*\*Charities with revenues less than \$250,000 may submit reviewed financial statements only if they have been funded by one of UWEO's local offices in Prescott-Russell, Ottawa, Lanark or Renfrew Counties within the past 5 years (2015/16 – 2019/20) and are in good standing with the organization.*

☐

4. Update the contact information for your Board Chair and Executive Director. This is important as these are the people who will be contacted with funding decisions. Any past staff or volunteers indicate 'Past' in their title.

## STEP 2

☐

1. Create and complete an application form for one or more proposals. This includes uploading a signature page.

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2. Submit the proposal by February 19, 2020 at 1pm.

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3. Be sure to save a pdf copy of your proposal(s), using the print function in the agency portal (for your own record keeping purposes). Click Open where you see *Click here to print this Proposal*, click *Print* and change the destination to *Save as PDF*.

## GENERAL INSTRUCTIONS FOR PROPOSALS (AGENCIES REQUIRING SPONSORSHIP)

Use the checklist below to ensure all parts of your application are complete:

The first step to completing your request is to review the requirements for step 1 and step 2 in the [agency portal](#). These requirements include:

### STEP 1

☐

1. Update your organizational details (or create your organizational profile if you have not applied before).

☐

2. Within 'organization details' answer a series of questions to determine if you require a sponsorship agreement and if your agency is eligible for funding from United Way East Ontario. If any of the criteria are not met, applicants must establish a formal partner sponsorship agreement with a registered charity (with its own RR number) that meets all of the criteria. Once a partner has been identified, the sponsored agency must contact United Way East Ontario at [cfp\\_ottawa\\_questions@unitedwayeo.ca](mailto:cfp_ottawa_questions@unitedwayeo.ca) to communicate the intent to submit as a sponsored agency. This must be done by February 12 2020 at least 7 days prior to the deadline.

☐

3. Ensure the sponsoring agency uploads the five required documents requested in their **document checklist**. Upload the annual report if available. Required documents: audited financial statements, current list of board members, most recent approved annual general meeting minutes, current fiscal year organization budget (unaudited) and proof of sufficient and current liability insurance. A new set of documents must be submitted, even if the sponsoring agency applied last year. The checklist deadline is February 12, 2020. The sponsoring agency may permit the sponsored agency to upload the documents into the sponsoring agency's profile on their behalf by contacting [cfp\\_ottawa\\_questions@unitedwayeo.ca](mailto:cfp_ottawa_questions@unitedwayeo.ca) with the name, telephone number and email of the sponsored agency staff member requiring access.

☐

4. The applicant agency must submit any documents that are available for their own organization under their own document checklist. The applicant agency must also upload the fully executed partner sponsorship authorization form. Therefore an application from an agency requiring a sponsor would have two document checklists, one associated with the sponsoring agency which would have all required documents, and one associated with the applicant agency which would have only those documents which are available. The checklist deadline is February 12, 2020.

☐

5. Ensure the contact information for the board chair and executive director of both sponsored and sponsoring agency are updated. This is important as these are the people who will be contacted with funding decisions. Any past staff or volunteers indicate 'Past' in their title.

## STEP 2

☐

1. Create and complete an application form for one or more proposals. This includes uploading a signature page.

☐

2. Submit the proposal by February 19, 2020 at 1pm.

☐

3. Be sure to save a pdf copy of your application(s), using the print function in the agency portal (for your own record keeping purposes). Click Open where you see *Click here to print this Proposal*, click *Print* and change the destination to *Save as PDF*.



## FREQUENTLY ASKED QUESTIONS (FAQ)

**Q What are the main changes between this years' Call for Proposal (CFP) 2020 and last years' CFP 2019?**

**A** We are accepting proposals for all 10 priority goals:

- Healthy and resilient children ready to learn
- Engaged and active children and youth
- Decrease youth homelessness
- People experiencing mental health and / or addictions challenges have access to coordinated community-based supports
- To improve the well-being of seniors by reducing the factors that lead to isolation and vulnerability while respecting their independence
- To build healthy and vibrant communities by increasing equity, social cohesion, and inclusion
- Ensure people in crisis have access to coordinated and immediate supports
- Improve employment and labour market outcomes for newcomers
- Improve employment and labour market outcomes for people with disabilities
- Strengthening organizations so they have a greater capacity to meet community needs and change more lives

**NOTE:**

- The Document Checklist is due one week before the full proposal deadline
- The Call for Proposals is one phase
- Only one proposal per target population per priority goal may be submitted. If a client or beneficiary could feasibly attend both of your programs, then they should be submitted as one application.

**Q Do you require a signature page? Are any other documents required for submission?**

**A** All agencies are required to submit a signature page. The signature page must be downloaded from the Agency Portal, signed and scanned. Only PDF scanned copies will be accepted. Applicants must also complete a document checklist of 5 documents.

**Q Do you require the original signature pages or may I submit an electronic copy?**

**A** Only PDF scanned signature pages will be accepted and should be uploaded to the proposal in the Acknowledgement and Signatures section. Applicants are asked to keep originals on file and provide them if requested.

**Q Can I submit a hard copy of my Proposal?**

A No. Proposals must be submitted using the on-line Agency Portal. We are not able to accept late requests or those that are not submitted through the Portal. All documents must be uploaded to the Portal, emails are also not accepted.

**Q Should an applicant agency submit letters of support?**

A No. Letters of support are not required. No supporting documentation will be accepted or considered as part of the assessment process.

**Q Do you required references?**

A No. References are not required. No supporting documentation will be considered as part of the assessment process.

**Q Can agencies whose revenue is less than \$250,000 submit a financial review instead of audited financial statements?**

A Yes. Charities with revenues less than \$250,000 may submit reviewed financial statements only if they have been funded by one of UWEO's local offices in Prescott-Russell, Ottawa, Lanark or Renfrew Counties within the past 5 years (2015/16 – 2019/20) and are in good standing with the organization.

**Q Is there a limit to the number of proposals that an applicant can submit?**

A No, there is no limit to the number of proposals an organization can submit. An organization can submit more than one proposal under each or multiple priority goals. However, each proposal must be for a different target population.

**Q Is there a limit to the amount of funding an applicant can ask for per proposal?**

A No, there is no limit, but the overall funds available are limited. As a general guideline, we recommend that applications be for a minimum of \$15,000. Applicant agencies should ask for what is required to achieve results that support the priority goal identified in the proposal. However, applicant agencies should refer to current investment listing to have an idea of how much funds may be available (amount available always depends on campaign results). Keep in mind that the amount of funding awarded may be less than the amount requested.

**Q Is there a limit to the overhead amount/percentage that an applicant agency can include in their proposed program/project budget?**

A No, there is no limit. Applicant agencies should include what they require as overhead within the Administrative Expenses budget category.

**Q Why has United Way East Ontario changed its funding cycle to July 1 – June 30<sup>th</sup>?**

A Our funding cycle in the past was based on United Way's historical funding cycle and our fiscal year-end of December 31. When we changed our funding cycle to July 1 to June 30<sup>th</sup>, we didn't know the final amount available for program funding until the very end of the allocation process. As such, our

volunteer Assessors had to base their funding recommendations on the previous year's investment amount without knowing what was actually available for investment. This also created significant uncertainty for agencies applying for program funding from United Way.

To address this challenge, United Way separated out its funding cycle from its budgetary cycle. This ensures that we know the amount of funds available for program investments before funding recommendations and decisions are made. Equally important, it allows us to inform agencies about our funding decisions before their current funding agreements end.

**Q Does an applicant agency submitting under a partnering sponsor organization need to submit their own organizational documents or their partnering sponsor's organizational documents? (e.g. Audited Financial Statements, Annual General Meeting Minutes, Board of Directors list, Proof of sufficient liability insurance)**

A The sponsoring agency must submit their documents in the Document Checklist in their own agency profile. The applicant agency must submit any documents that are available for their own organization under their own Document Checklist. Therefore an application from an agency requiring a sponsor would have two Document Checklists, one associated with the sponsoring agency which would have ALL required documents, and one associated with the applicant agency which would have ONLY those documents which are available.

**Q Is there a partner sponsorship agreement template?**

A No, partnering agencies should develop an agreement together. Within the agreement, the details of what each partner is contributing to the program (i.e., space, time, activities, etc.) should be clearly outlined. The agreement should be signed by Executive Directors as well as the Chairs of the Boards of Directors of each partnering agency. United Way East Ontario only requires that a Partner Sponsorship Authorization Form be completed and signed outlining the accountabilities of both parties.

**Q Does an agency need to submit a proposal for a program/project for which the Funding Agreement ends June 30, 2020 or later?**

A Yes, unless your program is a Collective Impact model and therefore has multi-year funding, all funding agreements are on 1-year terms.

**Q Who are these Assessors? What are their qualifications?**

A As with past Calls for Proposals, the assessments and funding recommendations are completed by committed volunteers who have an in-depth understanding of the community and of each priority goal sector. The assessors are members of United Way's Community Investment Committee. The Community Investment Committee (CIC), a sub-committee of the Community Impact Cabinet will lead the assessment process, supported by volunteer community subject matter experts and staff.

**Q Will the Priority Goal Assessors have access to other documentation or information, such as our program reports?**

A Assessors will have access to program reports, but are not required to review them as part of the assessment process. Priority Goal Directors (United Way staff) will provide assessors with an overview of agency reporting and results prior to discussion of applications for that agency. However, proposals

should be written as stand-alone documents, there should be no assumption that the assessors know the applicant agencies or program.

**Q What is the Assessment process after we submit?**

A The Assessment Team will score and rank each proposal based on evidence provided that supports that the proposed program or project will deliver measurable results, its mechanisms for tracking and evaluating the program's effectiveness, its collaboration with other community organizations, the full budget, etc. For more details, see the [Application and Assessment Process](#) section of this guide.

Based on the careful evaluation and discussion of the merits of each proposal, Community Investment Committee (CIC) will then make funding recommendations. These recommendations are subsequently reviewed and approved by United Way's Community Impact Cabinet. The Executive of our Board of Directors makes the final decisions on which programs United Way will fund during the next cycle, which begins on July 1, 2020.

## SMART SIMPLE (AGENCY PORTAL) FAQ

**Q How do I access the Agency Portal?**

A If you have accessed the Agency Portal before, then you should still have access. Your user name is your email address. Go to <https://uweo.smartsimple.ca> . Click Forgot Password and follow the instructions to reset your password. If you have never had access, go to <https://uweo.smartsimple.ca>, select 'click here to register' and follow instructions to receive Agency Portal access. See full instructions in the [Getting Started in the Agency Portal](#) section of this guidebook.

**Q I am trying to edit my application, but I am being prevented from typing anything into the fields.**

A There are two likely causes:

1). You are in 'view' rather than 'edit' mode. To the far left of the screen under where the name of your Program/Project appears you should see a 'view' button. If you see an edit button instead then you are in 'view' mode. Click on edit to change to 'edit' mode.

2). You have already submitted your proposal. From the home page, click on the link "View Draft Proposals". If you cannot find your proposal in that list, then it likely has already been submitted. Check the link 'View Submitted Proposals'. If your proposal appears on this list then you have already submitted. If you have accidentally submitted before the deadline, please contact us at [CFP\\_Ottawa\\_Questions@unitedwayeo.ca](mailto:CFP_Ottawa_Questions@unitedwayeo.ca) and we can set your proposal back to draft status, which will enable you to make changes.

**Q I don't understand how to upload documents**

A Please see the relevant guidance in the *instructions by question* section for [Acknowledgement and Signatures](#).

**Q The portal is behaving oddly e.g. the screen is blank, the page doesn't refresh properly etc....**

A Possible causes:

- 1) There has been a brief internet interruption or the Smart Simple server is experiencing difficulties. Remedy – close your web browser, and restart. You may have to wait a few minutes and try again.
- 2) Your chosen web browser does not operate optimally with Smart Simple. Smart Simple works best with Google Chrome. People using Internet Explorer seem to experience the most difficulties. Remedy – download and install Google Chrome (free) and use it as your web browser when accessing the Agency Portal.
- 3) Check to ensure that adblocker is disabled.

**Q Can more than one person edit the Proposal at the same time?**

A No. Only one person at a time can edit the Proposal. It works similar to how things would on a shared drive. If one person logs in and opens the proposal they can make changes. If another person logs in with a different user name, they would be able to open the document, but not make changes (e.g. read only). It is not possible to get around this by two people logging into the document using the same user name. This will result in lost information as the document won't save properly.

If your question is not addressed here, please refer to the [Smart Simple instructions](#) for further information. We encourage you to read the instructions before directing questions to [CFP\\_Ottawa\\_Questions@unitedwayeo.ca](mailto:CFP_Ottawa_Questions@unitedwayeo.ca)

# UNITED WAY EAST ONTARIO INVESTMENT FRAMEWORK

## INVESTMENT GUIDING PRINCIPLES

- **Invest resources where they needed the most and where they will have the greatest impact.**
- Invest to make a measurable difference in the community.
- Invest in a range of strategies to advance the priority goals including front line programs and services, convening, research and speaking up.
- Invest in accordance with the evolution of the priority goals that reflect the needs of the community.
- Invest to promote collaborative efforts to advance the priority goals.

## INVESTMENT PRIORITIES

United Way's current Priority Goals for investment focus on specific issues that cut across disadvantaged populations to achieve community impact. To advance these priority goals, we invest for results in terms of people served, program outcomes and lives changed for the better.

These goals are designed to:

- Address root causes or systemic issues
- Offer rich opportunities to align the work with multiple community partners
- Enable evidence-based approaches
- Capitalize on community energy

Priority Goal task forces, volunteer committees, service providers and community stakeholders will continue to guide and contribute to achieving our 10 Priority Goals within our three Focus Areas:

- All That Kids Can Be;
- Health People, Strong Communities; and
- From Poverty to Possibility.

Each Priority Goal is reviewed on a regular basis.

# ELIGIBILITY CRITERIA

## GENERAL ELIGIBILITY CRITERIA

All applicants **must** meet the all of following criteria:

- Applicant must be a registered charity (with its own RR number).
- Applicant must maintain a volunteer board that meets regularly.
- Applicant must host an Annual General Meeting.
- Applicant must have financial statements that have been audited by a licensed public accountant.\*

*\*Charities with revenues less than \$250,000 may submit reviewed financial statements only if they have been funded by one of UWEO's local offices in Prescott-Russell, Ottawa, Lanark or Renfrew Counties within the past 5 years (2015/16 – 2019/20) and are in good standing with the organization.*

If **any** of the above criteria are not met, applicants must enter into a formal partner sponsorship agreement with a registered charity (with its own RR Number) that meets **all** of the above criteria.

## OTHER CRITERIA

- The activities proposed by the applicant must benefit residents in the City of Ottawa boundaries.
- The applicant's primary focus and mandate must be within the social services sector.
- The request submitted by the applicant must clearly support stated priority goal(s).
- The applicant (or partnering sponsor organization, in the case of sponsored applicants) must be financially solvent.
- The applicant must carry sufficient liability insurance (at least \$2 million) to cover the program/project seeking United Way funding.
- ***Late or incomplete submissions will not be accepted.***

## APPLICANTS INELIGIBLE FOR FUNDING

- Registered charitable organizations sponsoring for-profit organizations or for-profit ventures, with the exception of social enterprise or non-profit community economic development activities.
- Hospitals or medical treatment programs.
- Educational institutions and organizations, including school boards, schools, universities, colleges and parent-teacher associations.
- Faith-based organizations that require an adherence to or promotion of a religious faith as a condition of receiving supports or services.
- Political parties.
- Fundraising events or organizations, service clubs and foundations that act primarily to raise funds for distribution to other organizations, with the exception of foundations that are raising funds for a directly *related* organization.
- Organizations whose policies or practices contravene the Ontario Human Rights Code.

## COSTS INELIGIBLE FOR FUNDING

- Retirement of debts or budget deficits.
- Costs for capital equipment or expenses related to construction, or the development of facilities.
- Wage subsidies for program participants.

## SPONSOR PARTNERSHIP

- If any of the general criteria are not met, applicants must establish a formal partner sponsorship agreement with a registered charity (with its own RR Number) that meets all of the general criteria. Once a partner has been identified, the sponsored agency must contact United Way East Ontario at [cfp\\_ottawa\\_questions@unitedwayeo.ca](mailto:cfp_ottawa_questions@unitedwayeo.ca) to communicate the intent to submit as a sponsored agency. **This must be done by February 12, 2020, at least 7 days prior to the submission deadline.** The Sponsorship Authorization form used when establishing a sponsorship relationship between organizations can be downloaded [here](#).

## APPLICATION AND ASSESSMENT PROCESS

### CALL FOR PROPOSALS SUPPORT

- Information on United Way East Ontario website:  
<https://www.unitedwayeo.ca/agencies/>
- Agency Information Sessions were held (December 10-13 2020)
- Proposal Comprehensive Guide 2020 – written guidance on all aspects of Full Proposal Process

We encourage you to make use of the Comprehensive Guide 2020 table of contents and document hyperlinks when looking for specific information. United Way East Ontario staff are available to answer questions, but we encourage you to review the relevant portion of the guide before contacting us.

United Way East Ontario Investment team contact information:

Ottawa office:

- Email: [cfp\\_ottawa\\_questions@unitedwayeo.ca](mailto:cfp_ottawa_questions@unitedwayeo.ca)
  - Voicemail: 613-683-3861
- Voicemail and email are checked daily and questions are referred to the appropriate staff.
  - We encourage applicants to contact us early in the application process to ensure we can provide proper support.

## COMMUNITY RESOURCES

Ottawa Neighbourhood Study (ONS) is about location-based planning. The data available within ONS can be instrumental in planning programs and services within your community. The tool can be used to:

- Pick a location and we'll show you who lives there.
- Pick a population and we'll show you where they live.

ONS is about evidence-based planning:

- It's about who, when, where, what, why, and then how.



- When you know who lives where and what their circumstances are, you'll know more about how your programs and other resources will have the most impact.

ONS is about measuring impact:

- Choose your indicators, find your data, set your baseline, track changes over time.
- Has your program made a difference?

Need help? Contact ONS (<http://neighbourhoodstudy.ca/contact/>).

## ASSESSMENT PROCESS

- **Late applications will not be accepted.**
- All documents must be submitted through the on-line Agency portal.

### Assessor Recruitment

Proposals will be reviewed and assessed by Assessment Teams comprised of trained subject matter experts and volunteer Community Investment Committee members with the support of United Way staff.

#### Criteria:

Community Investment Committee has a mix of members so that all of the following criteria are represented:

- Experience with evaluation, allocations and other funders
- In-depth knowledge of the sector and understanding of the related Priority Goals
- Experience with the federal/provincial/city sectors
- Experience with other community organizations/agencies
- Bilingual fluency (NB - the group should have **at least three members who are fluently bilingual, including at least one Francophone**)

Assessors will:

- Score
- Discuss
- Rank proposals
- **Full Assessment tool and rubric are available (see next page)**

**All** proposals that meet the eligibility criteria will be weighted according to the degree to which they meet the proposal Evaluation Criteria.

- Information from the most recent program reports will be used in the assessment process for previously funded programs/projects.

## ASSESSMENT CRITERIA

**Scoring Range:** Type of score an assessor can assign 4= a scale of 0 to 4 or a flag statement e.g. clear or unclear depending on the assessors determination and the particular flag

**Ranking Weight:** A multiplier or amount of significance assigned to that particular question. E.g. if the weight is 2 and the assessor scored a 3 then the total weighted score for that questions would be 6.

**Maximum Points Possible:** If the criteria received the highest available score (which is always 4), the result of multiplying that score by the ranking weight. For instance ranking weight is 1.5 and a 4 score was given, so the maximum possible points is 6

**Question:** This refers to the question in the application to which the criteria/consideration applies.

CRITERIA			Considerations in Scoring	RANKING WEIGHT	SCORING RANGE	MAXIMUM POINTS POSSIBLE
Question	Criteria					
A1	1	Track record in successfully delivering programs/services supported by specific results	<ul style="list-style-type: none"> <li>• How successful is the agency at delivering other programs/projects that it runs?</li> <li>• Does the agency have a history of successful/unsuccessful programs?</li> <li>• Are the programs similar (e.g. scope, scale, method, issue being addressed) to what is being proposed?</li> <li>• Are the results provided specific and demonstrative of real/significant impact? Examples of specificity would include: providing the actual percentage change in program outcomes, citing the number and extent that people were impacted, citing specific policy or systemic changes that are attributable to the program etc...</li> </ul>	2	4	8
A2	2	Ability/ capacity to deliver proposed program /project	<ul style="list-style-type: none"> <li>• Does the agency, including management and staff, have the ability and capacity (i.e. experience implementing/managing similar program/projects, etc) to deliver the proposed program?</li> </ul>	2	4	8

<b>A3</b>	<b>3</b>	Program/project aligns with core mission of the applicant agency	<ul style="list-style-type: none"> <li>• Is the program/project consistent with the core mission of the applicant agency</li> <li>• Is there evidence of mission-drift?</li> </ul>	Flag	Aligned / Not Aligned	Flag
<b>A4</b>	<b>4</b>	Coalition membership and individual roles and structure are clear	<ul style="list-style-type: none"> <li>• Does Agency provide names of coalition members, indicate lead agency and describe roles of the respective members?</li> <li>• Does the description provide clarity regarding what members bring to the coalition?</li> </ul>	Flag	Clear/ Unclear	Flag
						<b>16</b>
<b>B1</b>	<b>5</b>	Strength of alignment against priority goal (per Appendix)	<ul style="list-style-type: none"> <li>• Please refer to the definition for the priority goal in question.</li> <li>• Evaluate the evidence provided to clearly show that the program/project supports and will help to achieve the priority goal.</li> </ul>	4.5	4	18
<b>B2-5</b>	<b>6</b>	Social Enterprise	<p><b>If applicable:</b></p> <ul style="list-style-type: none"> <li>• Does the description adequately outline how this program is a social enterprise?</li> <li>• Does the description adequately explain how this program leads to employment that adheres to Ontario Labour Standards?</li> <li>• If the priority goal is related to employment the enterprise must also increase participant's opportunities to succeed in Ottawa's labour market, ensure dignity of choice, and foster an inclusive workplace and/or community</li> <li>• If the participants are not being paid at least minimum wage, do piecework formulas result in an equivalent to minimum wage or greater?</li> </ul>	.5	4	2
						<b>20</b>
<b>C2</b>	<b>7</b>	Program/ project is in partnership (formal or informal) with other partners	<ul style="list-style-type: none"> <li>• Partnerships can be either informal (i.e. in-kind support, sharing of information, assistance with the evaluation process, etc.) or formal (i.e. signed partnership agreements, formal collaboration, etc.).</li> </ul>	1	4	4

			<ul style="list-style-type: none"> <li>• Is the applicant agency working in partnership with other organizations to implement this program?</li> <li>• Have partner names been provided and roles defined?</li> <li>• Has the nature of the partnership been defined?</li> <li>• Has the funding or in-kind contribution been described?</li> </ul>			
C3	8	Program/ project follows a <u>Collective Impact</u> model	<ul style="list-style-type: none"> <li>• To what extent does this program/project adhere to a collective impact model?</li> <li>• How far along is this agency in satisfying the five conditions?</li> <li>• Is the evidence of the five conditions being met clear and convincing?</li> <li>• Is there satisfactory justification for the achievement percentages?</li> </ul>	1.5	4	6
C4	9	Geographic duplication	<ul style="list-style-type: none"> <li>• Are there other programs/projects in the same geographic area offering the same, or highly similar services?</li> <li>• If duplication exists, is that duplication necessary to fill a gap in service?</li> <li>• The answer will allow UWEO to ensure that resources are invested efficiently and effectively.</li> </ul>	Flag	Duplication / No Duplication	Flag
						10
D1	10	Greatest Need, Greatest Impact	<ul style="list-style-type: none"> <li>• Does the description go beyond the priority goal description to explain the <b>specific need</b> being addressed?</li> <li>• Is there a clear description of who the specific target population is and how they would be <b>impacted</b> by the program?</li> <li>• Is there a causal link between the described impact and the need?</li> <li>• Is the impact realistic considering the scope of the project?</li> </ul>	2	4	8
D1 & C4	11	Vulnerable populations (includes considerations for geographic, priority	<ul style="list-style-type: none"> <li>• Does the program/project serve vulnerable populations?</li> <li>• Is the program/ project targeting a geographic area/neighbourhood that has large populations of individuals from vulnerable populations?</li> </ul>	2	4	8

		neighbourhoods, etc.)	<ul style="list-style-type: none"> <li>• Are vulnerable populations a primary focus of the program/project?</li> </ul>			
<b>D2 &amp; D3</b>	<b>12</b>	Program/ project and Activities Description	<ul style="list-style-type: none"> <li>• Is the goal of the program/project clearly stated?</li> <li>• Is there a clear link between the stated activities and the ultimate goal?</li> <li>• Is the 'what, who, when, where and how' explained? • Will the activities presented result in the achievement of the stated results?</li> <li>• Are the activities reasonable? Are there unrealistic expectations?</li> </ul>	2	4	8
						<b>24</b>
<b>E 2</b>	<b>13</b>	Activities and results relationship is backed by evidence-based/evidence-informed research	<ul style="list-style-type: none"> <li>• Is the relationship between the proposed activities and the anticipated results evidence-informed?</li> <li>• How well is the relationship articulated?</li> <li>• Evidence can take the form of <u>internal research</u> or <u>external research</u>.</li> <li>• Is the evidence presented relevant?</li> </ul>	1	4	4
<b>E 3 &amp; E 4</b>	<b>14</b>	Targets and Indicators, which provide evidence on achievement of planned results, are strong	<ul style="list-style-type: none"> <li>• Is the agency able to report on most or all of the common indicators selected as a priority for this goal?</li> <li>• If the agency is not reporting on common indicators is the explanation satisfactory and provide assurances that this agency can still provide strong results that are aligned with the desired outcomes of the goal? Have they provided at least one or two strong alternative outcome indicators (is anyone better off)?</li> <li>• Are the targets selected ambitious enough to be a solid investment, yet achievable given the staffing and financial resources?</li> <li>• If custom indicators are developed will they tell us how much was done, how well it was done or if anyone is better off? Are they SMART (specific, measurable, achievable, realistic and time-bound)? Do custom indicators proposed align with what United Way is trying to achieve with the selected priority goal?</li> </ul>	4	4	16

						<b>20</b>
<b>F</b>	<b>15</b>	Program/project has diverse funding sources (financial and in-kind)	<ul style="list-style-type: none"> <li>• What proportion of the program/project budget is being requested from United Way East Ontario?</li> <li>• Is there a heavy reliance on United Way East Ontario (or any other single funder) to run the program?</li> <li>• Is the program sustainable?</li> </ul>	0.5	4	2
<b>F</b>	<b>16</b>	Expenses are comprehensive and realistic	<ul style="list-style-type: none"> <li>• Does the proposal include all expenses related to the program/project? • Are there any major expenditures that <i>should</i> be listed, but are not?</li> <li>• Are the expenses realistic? <i>i.e.</i> Are they true reflections of the cost associated with each line item?</li> <li>• Are budget notes present and sufficiently detailed?</li> <li>• Are in-kind costs included?</li> </ul>	1	4	4
<b>F</b>	<b>17</b>	Cost Efficiency	<ul style="list-style-type: none"> <li>• Are the costs reasonable given the individuals being assisted?</li> <li>• Are costs reasonable given the depth and resources needed for the intervention?</li> <li>• Are the costs reasonable given the numbers of clients being assisted?</li> <li>• Please keep in mind that geographic area, types of clients, types of services provided can all have an impact on cost efficiency (i.e. similar programs offered in different geographic areas can have widely different costs depending on volunteer engagement, availability of other neighbourhood supports, etc)</li> </ul>	1	4	4
						<b>10</b>
					<b>Total</b>	<b>100</b>

### Scoring Rubric

0 (No Evidence Presented)	1 (Poor Evidence Presented)	2 (Fair Evidence Presented)	3 (Strong Evidence Presented)	4 (Excellent Evidence Presented)
Question is not answered, or no information provided in the response addresses the question.	The content lacks meaningful detail and/or demonstrates a lack of preparation. The content reflects a lack of understanding of the elements needed for the program/project to achieve results that will contribute to achieving the priority goal.	The content lacks some meaningful detail and requires important additional information in order to be reasonably comprehensive OR the response suggests the criteria was not fully understood. The content reflects a partial understanding of the elements needed for the program/project to achieve results that will contribute to achieving the priority goal.	The content addresses the criteria in a reasonably comprehensive manner, with significantly detailed and mostly accurate information. The content reflects a solid understanding of the elements needed for the program/project to achieve results that will contribute to achieving the priority goal but may require additional specificity, support or elaboration.	The content addresses the criteria with specific, appropriately detailed and accurate information. The content reflects a thorough understanding of the elements needed for the program/project to achieve results that will contribute to achieving the priority goal.

## PRIORITY GOALS (PG)

### PG: OPEN FOR APPLICATIONS, LENGTH OF FUNDING, DESCRIPTIONS

Click on the priority goal accepting applications below to access a detailed description in the Appendix.

Descriptions for all Priority Goals can also be found at: <https://www.unitedwayeo.ca/partner-agencies/>

FOCUS AREA and Priority Goal		2020-21 Investment Cycle
FROM POVERTY TO POSSIBILITY		
<u>Improve employment and labour market outcomes for newcomers</u>		Accepting proposals  Investments will be for up to three years for collective impact programs, otherwise investments are one year, but can be renewed through re-application.
<u>Improve employment and labour market outcomes for people with disabilities</u>		
ALL THAT KIDS CAN BE		
<u>Engaged and Active Children and Youth</u>		Accepting proposals  Investments will be for up to three years for collective impact programs, otherwise investments are one year, but can be renewed through re-application.
<u>Healthy and Resilient Children Ready to Learn</u>		
<u>Decrease youth homelessness in Ottawa.</u>		
HEALTH PEOPLE, STRONG COMMUNITIES		
<u>Improve the well-being of seniors by reducing the factors that lead to isolation and vulnerability while respecting their independence</u>		Accepting proposals  Investments will be for up to three years for collective impact programs, otherwise investments are one year, but can be renewed through re-application.
<u>Ensure people in crisis have access to coordinated and immediate supports.</u>		
<u>People experiencing mental health and/or addictions challenges have access to coordinated community-based supports.</u>		
<u>Build healthy and vibrant communities by increasing equity social cohesion, and inclusion</u>		
<u>Strengthening organizations so they have a greater capacity to meet community needs and change more lives.</u>		

### NOTES:

- United Way East Ontario staff are unable to review or provide feedback on applications.
- United Way East Ontario cannot accept additional information or documents accompanying applications. Assessors will not review additional attachments beyond what has been requested.
- All requested documents and the application must be submitted using the Agency portal. Emailed documents or applications will not be accepted. Hard copies of supporting documentation are no longer accepted.



## ACCESSING AND EDITING YOUR PROPOSAL

Once you have created a proposal in the Agency Portal and have saved it, you or other people in your organization may access and edit the proposal. Each person wishing to access the proposal should have their own login in Smart Simple. Similar to working with documents on a shared drive, only one person may edit a proposal at any given time, but as soon as one person is done their work and closed the proposal, another person may access the proposal.

## GENERAL ADVICE

The following guidelines were created to help you develop your proposal. They are drawn from the comments and feedback of our volunteer assessors and staff. Please keep the following points in mind when completing your Proposal.

- **Use of Acronyms.** In order to save space, agency resort to using acronyms which becomes difficult to follow at times. If you must use Acronyms, spell it out fully at least once in each section of the proposal. Other information or statements do not need to be repeated in multiple sections.
- **Who, where.** Be extremely clear who your program is serving, where the program is operating (especially if multiple locations).
- **Pay very close attention to the guidelines.**
- **Get Feedback.** Have someone outside your agency, who is experienced in the field review your proposal. Get as much feedback as you can.
- **Be concise and specific.** Given the word count limit on the fields, use the available space wisely by being concise, concrete and specific in your answer. When answering a question, make sure you are directly answering the question and all parts of the question. Avoid trying to fill in space with extraneous information and avoid trying to fit every criteria perfectly. Please ensure that your proposed activities clearly outline the program/project.
- **Budget your time.** Give yourself enough time to have all documents required for the document checklist and the signature page prepared well in advance of the deadline.
- **Beware of assumptions.** While our Assessors are knowledgeable of the sector within which they are assessing, do not assume that they know your program/project in great detail. Please ensure that your request clearly explains why and how United Way funding would be used.
- **Know your audience.** Tailor your proposal to a broad but educated audience; keep in mind that your readers may not have the same familiarity with terminology and acronyms of your field.
- **Consistency is key.** Please ensure that your proposal depicts a consistent and complete story of what you are proposing to do. Make sure the information presented in one question response does not contradict the information in another. This is especially important when multiple authors are writing a request.
- **Support statements with data.** For instance, when discussing agency capacity, it is not enough to state that the program was a success, provide examples of key results that demonstrate success.
- **United Way funding is for programs, rather than core agency funding.** Agencies submitting proposals that do not define a clear program, reduce their chances of being funded as it is unlikely that ALL agency activities are tightly aligned to the priority goal.


## CHARACTER LIMITS

Please note that certain text fields in the Proposal form have character limits. If this limit is surpassed you will receive an error message. This will not prevent you from saving your proposal, using the 'save draft' button but it will prevent you from submitting the application or using the 'save' button.

# GETTING STARTED IN THE AGENCY PORTAL

## HOW TO LOGIN

The Agency Portal webpage can be found at <https://uweo.smartsimple.ca> . You will come to the homepage shown on the next page.

In order to avoid any internet browser issues, it is recommended that you use  Google Chrome to access the Portal. We receive a significant amount of calls from users encountering problems when using other browsers

Please note:

1. **Agencies that have previously submitted a proposal** in the past can access their account using the same login (email address) and password. If you have forgotten your password, you can easily reset it from the Agency Portal login page. Please do not create a new account. If you have not used the portal before, but your agency is already registered, you can also add yourself using the 'click here to register' button, or ask another staff member from your agency to add you once they are logged in.
2. If you have reset your password or registered as a new user with an agency that is already set up in the portal you will receive a temporary password by email, which you will be prompted to change when you first login. Contact [cfp\\_ottawa\\_questions@unitedwayeo.ca](mailto:cfp_ottawa_questions@unitedwayeo.ca) if you do not receive a password within 10 minutes.
3. **Agencies that have not previously used the Agency Portal** will have to first register through the portal in order to obtain a username and password. To do so, navigate to the bottom of the screen and next to New Applicant? click on "Click Here to Register." Once you have filled out and submitted the online form, you will receive an email with your login information.

## STEP 1: ENSURE USER PROFILE AND ORGANIZATION DETAILS ARE ACCURATE AND UP-TO-DATE

### STEP 1:

#### Update User Profile and Organization Details



##### Update Organization Details

You must complete/update your organization's profile before you can create a proposal. This must be done each year



##### Update User Profile



##### View Contacts

View and edit or login enable any of the contacts within your organization.



##### Create New Contact

Click here to create a new contact within your organization. You can also provide them with login access if desired.



##### Add a new Board Chair



##### Change your Password



## UPDATE ORGANIZATION DETAILS

This is the place where you go to add new contacts from our organization, update your profile, create a new board chair contact, change your password, view which contacts from your organization have a user profile (and make edits to those contacts if needed).



## UPDATE USER PROFILE

Here you will be asked to fill out your basic contact information. Once you have completed this section, please click the 'Save' button (as indicated by the red arrow). Once you have saved, click the 'Home' button at the top right corner (indicated by the green arrow).

Français | Home | Profile | Logout

M. Another Different

First Name:

Last Name:

Position Title:

Salutation:  ▼

Suffix:

Phone:

Phone Ext.:

Email:

Primary Contact: ☐

Last Updated: 26/06/2019 16:11

Association: Board Chair

Gender: --Please Select-- ▼

Company:

Address:

Address 2:

City:


Country:  ▼

Province:  ▼

Postal Code:

Updated By: Smartsimple Support

Save

UPDATE: User Profile can be edited after the information has been saved, simply open 'Update User Profile,' do the necessary changes and then click 'Save' (indicated by the red arrow above).  **CREATE NEW CONTACT**

In this section, you are able to create a new contact for your organization (see screenshot below). You may also enter information about other staff (optional) as well. You can also provide contacts with login access if desired.

Welcome: Another Different

←

### New Contact

**First Name:**

**Last Name:**

**Position Title:**

**Salutation:**  ▼

**Suffix:**

**Phone:**

**Phone Ext.:**

**Email:**

**Primary Contact:** ☐

**Last Updated:**

**Gender:**  ▼

**Company:**

**Address:**


**Address 2:**

**City:**

**Country:**  ▼

**Province:**

**Postal Code:**


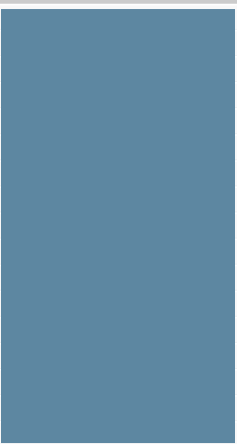
Updated By: 


If you are creating a contact record for your Executive Director, ensure that you write in full '*Executive Director*' under 'Position Title', in addition to clicking '*Primary Contact*', (as indicated by the blue arrow). You can choose 'Primary Contact' for any role at the organization. Once you have completed the form, click save (as indicated by the green arrow). To grant login access to users, click 'Activate' (as indicated by the yellow arrow).

Welcome: Another Different Franglais | Home | Profile | Log Out

← Print 1 of 1

### Organization Contacts

Agency ID	Agency	Name	Email	Phone	Association
420336	Test Org.				
		Fake McFakester	mcfakester@bot.com	555-666-7777	



Welcome: Another Different

← View

Main

Activities

### Dr. Fake McFakester

**First Name:** Fake  
**Last Name:** McFakester  
**Position Title:** Executive Director  
**Salutation:** Dr.  
**Suffix:**  
**Phone:** 555-666-7777  
**Phone Ext.:**  
**Email:** mcfakester@bot.com

**Company:** Test Org.  
**Address:**  
**Address 2:**  
**City:** Ottawa  
**Country:** Canada  
**Province:** Ontario  
**Postal Code:** Y7K 8N9

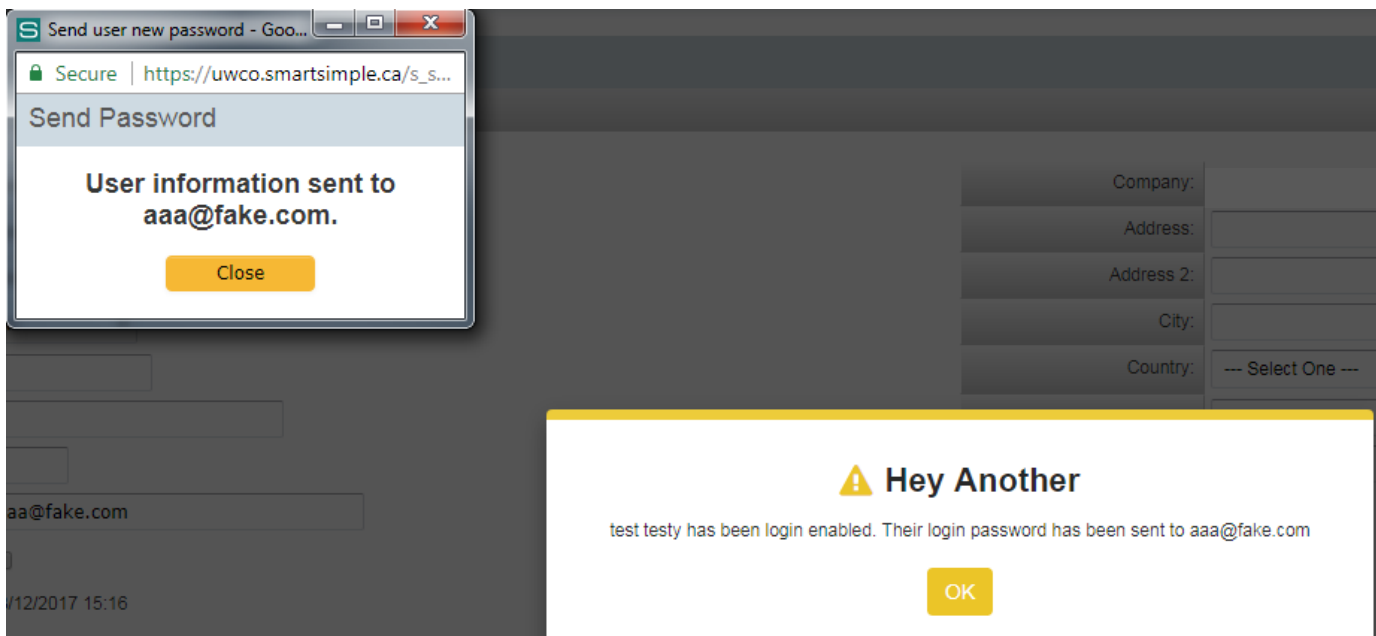
**Primary Contact:** ☒  
**Last Updated:** 22/11/2019 12:31  
**Association:**  
**Gender:** Other  
**Activate User:**

Updated By: Another Different

After saving your changes click here to enable this contact to log into the system and automatically send their password: [Activate](#)

Save

Once you have clicked 'Activate', a pop-up screen will appear stating that the person has been sent an email containing their username and password.



## CREATE NEW BOARD CHAIR CONTACT

Click on the icon to create a contact record for your board chair. You will be required to enter the details for the organization they are employed by, as well as their name and email address. After filling out the required details, click on the 'Submit' button as indicated by red arrow in screen shot below.

Welcome: Another Different

### Board Chair - Organization Details

**Name of Organization**

**Street Address**

**City**

**Province**  
 --- Select One ---

**Postal Code**

**Country**  
 Canada

**General Phone Number**

**General Fax**

**Web Site**

### Board Chair - Contact Details


**Email**

**Salutation**  
 M.

**First Name**

**Last Name**

**Position Title**





## VIEW CONTACTS

This section allows you to view all the contacts associated with your organization. In this section you may also 'Deactivate' their account. Click on the individual's last name to access their record (as indicated by the yellow arrow) below.

Welcome: Another Different

### Organization Contacts

Agency ID	Agency	Name	Email	Phone
420336	Test Org.			
		Fake McFakester	mcfakester@bot.com	555-666-7777



If a Deactivate button is visible on a contact's profile, you may deactivate the account by clicking on the 'Deactivate' button (as indicated by the green arrow).

Welcome: Another Different

← Edit

Main

Activities

### Dr. Fake McFakester


Dr. Fake McFakester  
(Past) Executive Director  
Test Org.  
mcfakester@bot.com  
555-666-7777

Address  
Ottawa Ontario Canada

Association:

Gender: Other

Activate User: Click here to remove login access for this contact: **Deactivate**



Once you click on 'Deactivate', a message will pop-up, asking you to confirm your choice.

uwco.smartsimple.ca says

Are you sure you want to disable Fake McFakester? They will no longer be able to log into the system.

OK Cancel

Click 'OK' to confirm. Another message will pop-up confirming that the individual can no longer access the portal.

**Hey Another**

Fake McFakester has been disabled and can no longer log into the system.

OK

## STAFF THAT HAVE LEFT THE ORGANIZATION

If you have staff in your contact list that are no longer with your organization, please change their title to 'past title'. For example change *Executive Director* to *past Executive Director*. You can also remove access to the portal for this individual by clicking the 'deactivate' button (should one appear) as shown on the previous page.

## CREATING A NEW DOCUMENT CHECKLIST

(for a Proposal or to upload more recent documents as per the terms of your agreement)

A completed Document Checklist is required for every agency submitting a proposal. United Way East Ontario no longer accepts documents submitted in hard copy or email, all documents must be uploaded into the Document checklist.

After you have clicked on 'Update Organization Details' under Step 1 on the home page, click on Transactions in the left-hand menu, then click on the '+' as indicated by the red arrow in the screenshot immediately below.

Welcome: Another Different

← View Options

Home Main

Contacts 18

Transactions

Applications

Products

Test Org.

DOCUMENT CHECKLIST: APPLICANTS - CLICK 'NEW' TO CREATE A NEW REQUIRED DOCUMENTS CHECKLIST

+

≡

ENGLISH

	#	Status	Created By	Creation date
Open	1	submit	Test	14/10/2011 11:33
Open	2	submit	Test	11/12/2013 16:03
Open	3	submit	Test	11/12/2013 16:06
Open	4	submit	Test	02/12/2015 15:31
Open	5	submit	Test	04/12/2015 08:49
Open	6	submit	Test	02/08/2017 10:02
Open	7	submit	Test	08/02/2018 18:51
Open	8	submit	Test	24/01/2019 11:39
Open	9	submit	Test	28/01/2019 12:27




You will be required to enter your fiscal year end (as indicated by the green arrow), as well as the date of your last AGM (as indicated by the red arrow).


Welcome: Another Different Français | Home | Pro

←

New Document Checklist: Applicants - Click 'New' to create a new required documents checklist

Status:

Fiscal Year End:  

Date of last Annual General Meeting:  

Creation date: 22/11/2019 13:29

Created By: Another Different

+

### Document Checklist

You are required to supply a number of documents as part of the application process. If funding is awarded, your agreement also requires that you provide updated copies of certain documents each year. Note that any signed documents submitted electronically must be in PDF format. Hard copies are no longer accepted. Please *scroll down* and click Save before adding any attachments.

2

Please select your reason for uploading documents:

☐ Fulfilling Agreement Requirements or United Way Request

☐ Application for Funding

☐ Application for Funding Sponsor documents

To then upload electronic copies of your documents, please ***scroll to the bottom of the screen*** and click on 'Save' first (as indicated by the yellow arrow).

REQUIRED FOR APPLICATION AND AS PART OF AGREEMENT: Most recent audited financial statements. Audited financial statements must be from your most recent fiscal year end unless your year end was within the past four mo please provide an explanation below.

Click Save before adding attachment

REQUIRED FOR APPLICATION AND AS PART OF AGREEMENT: Current list of Board members  
This form can be downloaded [here](#)

Click Save before adding attachment

REQUIRED FOR APPLICATION AND AS PART OF AGREEMENT: Recent Approved Annual General Meeting minutes (or partnering sponsor organization's Annual General Meeting minutes, if applicable). The Annual General Meeting m statements.

Click Save before adding attachment

REQUIRED FOR APPLICATION: Current fiscal year organizational budget (unaudited)

Click Save before adding attachment

REQUIRED FOR APPLICATION: Proof of sufficient liability insurance - Liability Insurance must be for at least \$2 million, clearly dated and current. The Liability Insurance must be valid at the time this application is being submitted. your program is selected for funding, you will be required to provide valid insurance for the start date of your funding agreement.

Click Save before adding attachment

REQUIRED FOR APPLICATION IF YOUR AGENCY IS BEING SPONSORED: [Partner Sponsorship Authorization Form](#)


Click Save before adding attachment

Click Save before adding attachments

REQUIRED AS PART OF AGREEMENT: Most recent Annual report (if available).

Click Save before adding attachment

Modified Date:



Save Submit

Once you have clicked "Save", you will notice that orange buttons upload buttons with black arrows pointing up appear under each possible document you could be uploading (as indicated by the red arrow below) Be sure to select your reason for uploading documents (Application for funding or Application for Funding Sponsor Documents) circled in red below.

## Edit Document Checklist: Applicants - Click 'New' to create a new required documents checklist



You are required to supply a number of documents as part of the application process. If funding is awarded, your agreement also requires documents submitted electronically must be in PDF format. Hard copies are no longer accepted. Please *scroll down* and click Save before


Please select your reason for uploading documents:

- ☐ Fulfilling Agreement Requirements or United Way Request
- ☒ Application for Funding
- ☒ Application for Funding Sponsor documents

**Please note:** The sponsoring agency must submit their documents in the Document Checklist in their own agency profile. The applicant agency must submit any documents that are av  
Therefore an application from an agency requiring a sponsor would have two Document Checklists, one associated with the sponsoring agency which would have ALL required docum  
The sponsoring agency may permit the sponsored agency to upload the documents into the sponsoring agency's profile on their behalf by contacting cfp\_questions@unitedwayottawa

**REQUIRED FOR APPLICATION AND AS PART OF AGREEMENT:** Most recent audited financial statements. Audited financial statements must be from your most recent fiscal year end  
please provide an explanation below.





**REQUIRED FOR APPLICATION AND AS PART OF AGREEMENT:** Current list of Board members  
This form can be downloaded [here](#)



**REQUIRED FOR APPLICATION AND AS PART OF AGREEMENT:** Recent Approved Annual General Meeting minutes (or partnering sponsor organization's Annual General Meeting minutes).



**REQUIRED FOR APPLICATION:** Current fiscal year organizational budget (unaudited)




Save

Submit

Delete

File Upload

Select File:



Maximum file size: 2 GB

Upload

You may upload all the files at this stage or save the list and return to finish uploading at a later date. Once you have completed this section, scroll **to the bottom of the screen** and click 'Submit'. Alternatively, if you wish to make changes to this section later, please click 'Save' instead.

**Important note:** You must complete and submit the document checklist one week before the Proposal deadline.

## STEP 2: SUBMIT A PROPOSAL TO UNITED WAY

---

Welcome: Fakeroo TestUser

Français | Home | Profile | Logout

### **STEP 2:** **Submit a *Proposal* to United Way**

---



UNITED WAY OTTAWA 2018 CALL  
FOR PROPOSALS GUIDEBOOK



United Way Ottawa Population Data  
Map

You can use this tool to inform your  
proposal



Create a New *Proposal*



View Draft *proposals*


proposals with a status of draft (i.e. that  
have not yet been submitted).



View Submitted *Proposals*

Proposals which have been submitted.

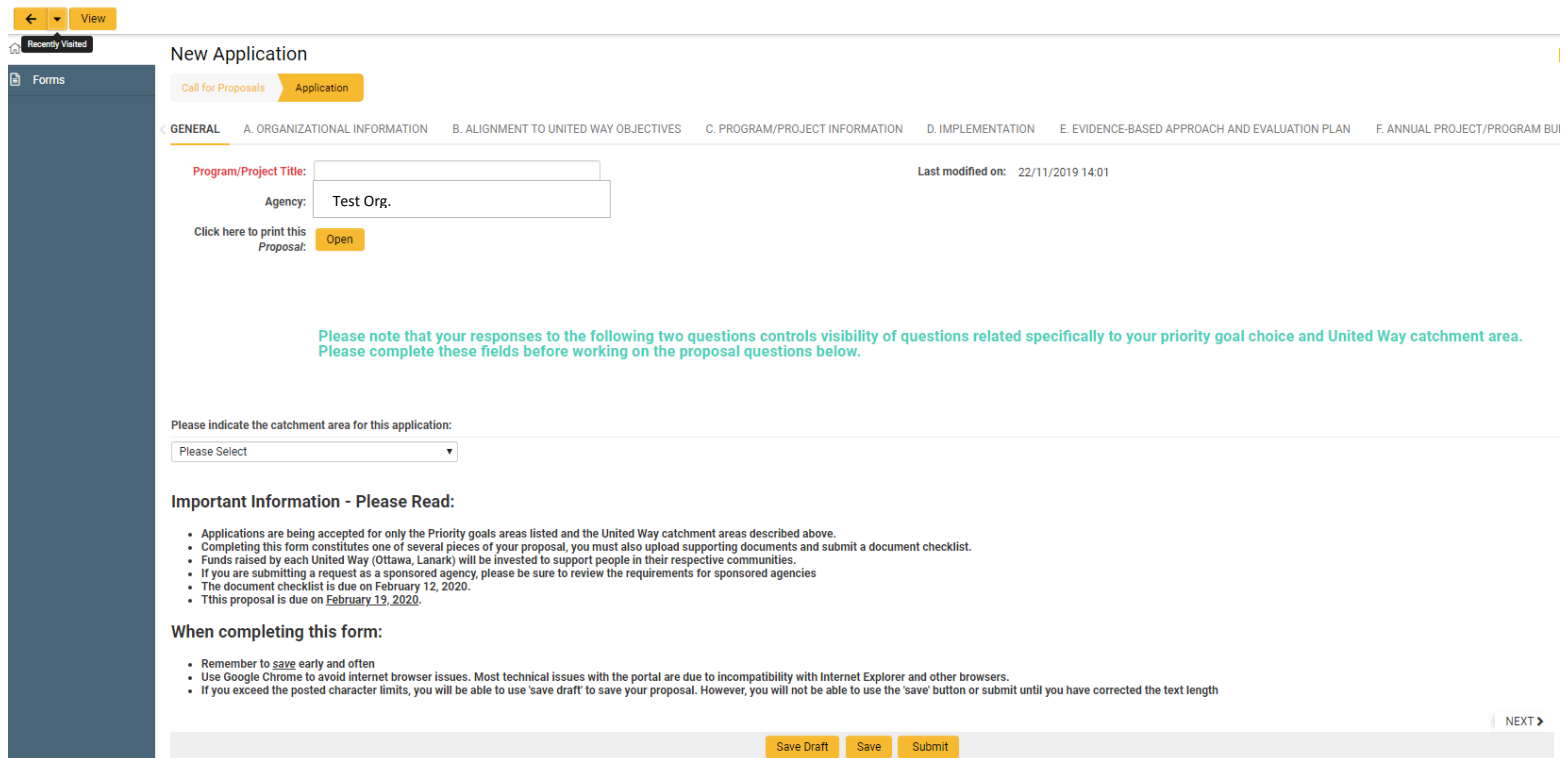
## CREATE A NEW PROPOSAL

Click on the  icon to create a new Proposal (see screenshot above). You must answer all required questions in the form before you can submit your proposal. Please note that there are seven tabs that must be completed.

You may save the proposal at any time and continue it at a later time by clicking the 'Save Draft' or 'Save' button (as indicated by the red arrow below). Please also remember to save often.

Please note that certain text fields have character limits. If this character limit is surpassed you will receive an error message. You will not be able to submit the proposal, although you will be able to save it with the save draft button.

**We encourage you to read all instructions, wherever they appear. The vast majority of requests for support received by United Way staff, could be avoided by reading and following the instructions. If an instruction is unclear, or you spot an error, we encourage you to inform United Way East Ontario staff so we can correct it quickly.**



← View

Recently Visited

Forms

### New Application

Call for Proposals Application

GENERAL A. ORGANIZATIONAL INFORMATION B. ALIGNMENT TO UNITED WAY OBJECTIVES C. PROGRAM/PROJECT INFORMATION D. IMPLEMENTATION E. EVIDENCE-BASED APPROACH AND EVALUATION PLAN F. ANNUAL PROJECT/PROGRAM BUI

Program/Project Title:  Last modified on: 22/11/2019 14:01

Agency:  Test Org.

Click here to print this Proposal: [Open](#)

Please note that your responses to the following two questions controls visibility of questions related specifically to your priority goal choice and United Way catchment area. Please complete these fields before working on the proposal questions below.

Please indicate the catchment area for this application:

Please Select

**Important Information - Please Read:**

- Applications are being accepted for only the Priority goals areas listed and the United Way catchment areas described above.
- Completing this form constitutes one of several pieces of your proposal, you must also upload supporting documents and submit a document checklist.
- Funds raised by each United Way (Ottawa, Lanark) will be invested to support people in their respective communities.
- If you are submitting a request as a sponsored agency, please be sure to review the requirements for sponsored agencies
- The document checklist is due on February 12, 2020.
- This proposal is due on February 19, 2020.

**When completing this form:**

- Remember to save early and often
- Use Google Chrome to avoid internet browser issues. Most technical issues with the portal are due to incompatibility with Internet Explorer and other browsers.
- If you exceed the posted character limits, you will be able to use 'save draft' to save your proposal. However, you will not be able to use the 'save' button or submit until you have corrected the text length

Save Draft Save Submit

NEXT >

Don't forget to sign the proposal. Go to the 'Acknowledgement and Signatures' tab at the top, or click 'Next' in the right-hand bottom corner (circled in red) until you get to 'Acknowledgement and Signatures' tab, and click on 'Open' (as indicated by the green arrow below) to generate a signature page.

## New Application



Call for Proposals Application

< B. ALIGNMENT TO UNITED WAY OBJECTIVES C. PROGRAM/PROJECT INFORMATION D. IMPLEMENTATION E. EVIDENCE-BASED APPROACH AND EVALUATION PLAN F. ANNUAL PROJECT/PROGRAM BUDGET **ACKNOWLEDGEMENT AND SIGNATURES** >

Applicant Organizations are required to submit a declaration page signed by the Executive Director (or equivalent) and Board Chair/President.

### Acknowledgement

I/We declare the information provided in this Proposal to be accurate and complete and complies with the eligibility criteria found in the call for proposal guidebook. (If information is found to be inaccurate, in part or in whole, funding could be withdrawn.)

--Please Select-- ?

I/We declare that the organization is not insolvent nor does it have a high probability of becoming insolvent prior to the end of the program/project.

--Please Select-- ?

### Signature Page

Please click the 'Open' button below to generate and print a copy of the Signature Page.

This page must be signed, scanned and:

- Uploaded (click "Lookup" below) before 1 pm, January 29, 2019
- Hard copies and emailed copies are not accepted

Open ?

Lookup ?

< BACK

Save Draft Save Submit

A separate screen will open (as indicated in the screenshot below)



**United Way  
East Ontario**

**Signature Page**

**Program / Project Title:**

Name of person submitting this application: **Another Different**

Date of completion:

- ✓ I/We declare the information provided in this Proposal to be accurate and complete and complies with the eligibility criteria found in the call for proposal guidebook. (If information is found to be inaccurate, in part or in whole, funding could be withdrawn.)
- ✓ I /We declare that the organization is not insolvent nor does it have a high probability of becoming insolvent prior to the end of the program/project.

**We certify that this application has been authorized by the following:**

**Applicant Agency:**

Test Org.

Signature of Executive Director (or equivalent):

Date:

Signature of Board Chair / President:

Date:

**Sponsor Organization (if applicable):**

Signature of Executive Director (or equivalent):

*Fake McFakester*

Date:

Signature of Board Chair / President:

Date:

**IMPORTANT:**

This page must be signed, scanned and uploaded (click "Lookup" to upload) before 12 pm, February 19, 2020. Hard copies and emailed copies are not accepted

The signature page must be signed and uploaded (please see the instructions on screen) by the Proposal deadline of February 19, 2020 at 1 p.m.

Please note: In order to upload the signature page, click on the upload button (as indicated by the green arrow directly below). A window will then pop-up, enabling you to browse for the document to attach (see second screenshot below).

## New Application



Call for Proposals

Application

< B. ALIGNMENT TO UNITED WAY OBJECTIVES C. PROGRAM/PROJECT INFORMATION D. IMPLEMENTATION E. EVIDENCE-BASED APPROACH AND EVALUATION PLAN F. ANNUAL PROJECT/PROGRAM BUDGET **ACKNOWLEDGEMENT AND SIGNATURES** >

Applicant Organizations are required to submit a declaration page signed by the Executive Director (or equivalent) and Board Chair/President.

### Acknowledgement

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--Please Select--

I/We declare that the organization is not insolvent nor does it have a high probability of becoming insolvent prior to the end of the program/project.

--Please Select--

### Signature Page

Please click the 'Open' button below to generate and print a copy of the Signature Page.

This page must be signed, scanned and:

- Uploaded (click "Lookup" below) before 1 pm, January 29, 2019
- Hard copies and emailed copies are not accepted

Open

Upload



< BACK

Save Draft

Save

Submit

### File Upload



Select File:


Maximum file size: 2 GB

Upload

Once you have printed/uploaded the signature page and completed and submitted your document checklist, you can submit your Proposal using the submit button.



## VIEW DRAFT PROPOSALS

To view your draft Proposal click on the  icon. If you are submitting more than one proposal a list will appear (as shown below). Click on the title of the program/project to access the Proposal you would like to work on.

Welcome: Fakeroo TestUser

Français | Home | Profile | Logout

View Draft Proposals 2018

Print


100 ▾ < 1 of 1 >

Program/Project Title	Date Last Modified	Created By
<a href="#">Unidentified Program/Project</a>	2017-12-12 11:43:21	Erin Kiley
<a href="#">Unidentified Program/Project</a>	2017-12-12 15:12:07	Fakeroo TestUser
<a href="#">Unidentified Program/Project</a>	2017-12-12 15:46:54	Fakeroo TestUser
<a href="#">Unidentified Program/Project</a>	2017-12-12 19:58:17	Fakeroo TestUser

To continue working on the Proposal and/or to submit, click on the 'edit' button (as indicated by the green arrow).

←

Edit



Main

Forms

Pilot Project

Call for Proposals

Application

GENERAL

A. ORGANIZATIONAL INFORMATION

B. ALIGNMENT TO UNITED WAY OBJECTIVES

C. PROGRAM/PROJECT INFORMATION

D. IMPLEMENTATION

E. EVIDENCE-BASED APPROACH AND EVALUATION PLAN

F. ANNUAL PROJECT/PROGRAM BUD

Program/Project Title: Pilot Project

Last modified on: 22/11/2019 14:34

Agency: Test Org.

Click here to print this Proposal: 

Open

Please note that your responses to the following two questions controls visibility of questions related specifically to your priority goal choice and United Way catchment area. Please complete these fields before working on the proposal questions below.

Please indicate the catchment area for this application:  
Please Select

Important Information - Please Read:

- Applications are being accepted for only the Priority goals areas listed and the United Way catchment areas described above.
- Completing this form constitutes one of several pieces of your proposal, you must also upload supporting documents and submit a document checklist.
- Funds raised by each United Way (Ottawa, Lanark) will be invested to support people in their respective communities.
- If you are submitting a request as a sponsored agency, please be sure to review the requirements for sponsored agencies
- The document checklist is due on February 12, 2020.
- This proposal is due on February 19, 2020.

When completing this form:

- Remember to save early and often
- Use Google Chrome to avoid internet browser issues. Most technical issues with the portal are due to incompatibility with Internet Explorer and other browsers.
- If you exceed the posted character limits, you will be able to use 'save draft' to save your proposal. However, you will not be able to use the 'save' button or submit until you have corrected the text length

NEXT >



If you are submitting the Proposal, click 'Submit' (as indicated by the red arrow).

← View

Main Pilot Project

Forms

← GENERAL A. ORGANIZATIONAL INFORMATION B. ALIGNMENT TO UNITED WAY OBJECTIVES C. PROGRAM/PROJECT INFORMATION D. IMPLEMENTATION E. EVIDENCE-BASED APPROACH AND EVALUATION PLAN

0 characters typed

A2. Describe the organization's (including management and staff) capacity to deliver the proposed program/project. Note: If the agency submitting is a sponsored agency, the response to this question should be about the sponsored agency. Maximum response of 1000 characters

0 characters typed

A3. Provide a brief description of your organization's core mission and a brief history of the organization. Note: If the agency submitting is a sponsored agency, the response to this question should be about the sponsored agency, not the organization. Maximum response of 750 characters

0 characters typed

A4. Is this program/project being delivered by a coalition of agencies?

☐ Yes ☐ No

← BACK

Save Draft Save Submit

If your request is incomplete, a pop-up will appear indicating which question(s) are incomplete.

Hey Another

You have exceeded the allotted character limit (1200 characters) for question A1, or failed to answer the question

OK



**VIEW SUBMITTED PROPOSALS**

Once the Proposal(s) are complete and have been submitted, you can view them by clicking on the 'View Submitted Proposals' icon.



**Please note that once a Proposal has been submitted, you cannot make any changes.**

# PROPOSAL INSTRUCTIONS BY QUESTION

## UPDATE ORGANIZATION DETAILS

### Edit Agency Profile:

Please update Agency contact information including –

Address

Website

General phone number

General Email

**Priority Goal Affiliation** - please select goal(s) that the work of your agency supports. Please select as many goals as your agency directly supports even if you are not applying for funding under the other goals.

Please indicate the **preferred language of correspondence** with United Way East Ontario. This is the language of your agreement, notification letters etc... Options are French or English

**Update your annual Agency budget.** This is your **entire Agency budget**, not a program or project budget. Please provide updated information for your most recently completed fiscal year.

Please select the current funding stream you are interested in: This field triggers the correct set of eligibility questions depending on what stream of funding you are applying for. In this case you must select **“United Way Ottawa or United Way Lanark County – Community Fund (1-3 year funding for priority goal partners)”**

## PARTNER SPONSORSHIP QUESTIONS:

Please respond Yes or No to each question to determine if you meet the General Eligibility criteria, which are the requirements for submitting a request without a Sponsor.

If it is determined that you do not meet the requirements, you will need to find a registered charity that will agree to enter a sponsorship relationship with you. Both your Agency and the Sponsoring Agency's Executive Directors and Board Chairs will need to sign the [Sponsorship Authorization form](#). Please review the Partnering Sponsor Organization Accountabilities and Applicant Organization Accountabilities outlined in the form. Ensure the form is completed and signed by both parties and scanned as a PDF and uploaded into the **Document Checklist** of the applicant agency by the Document Checklist deadline.

Where you see 'If your group or agency does not meet eligibility criteria set out above, Select a Charitable Partner Agency (*Agency must be registered in the portal*)', select your charitable partner agency from the drop list. If they are not in the list please ask your partner to register themselves in the portal so they can provide their required documents and you may select them from the list. All agencies pursuing a sponsorship arrangement must contact United Way East Ontario by February 12, 2020, at least 7 days before the deadline, to notify us about your intent to submit as a sponsored agency.

**Other Eligibility Criteria and Applicants Ineligible for Funding:** Please respond Yes or No to each Eligibility question to determine if you meet all eligibility criteria. If you do not meet Other Eligibility or are determined to be an Applicant Ineligible for Funding **then you may not apply**, even with a Sponsoring arrangement.

## DOCUMENT CHECKLIST

- Enter the date of your fiscal year end and the date of your last Annual General Meeting.
- Select your reason for uploading documents: Application for Funding or Application for Funding Sponsor documents.
- This mandatory section need only be completed **once** if the Agency is submitting multiple applications. Here you are asked to upload PDF versions of required documents. Instructions are provided to indicate, which documents are mandatory for the application process. If you created a Document Checklist in a previous year, a new checklist is still required for this year. The submission deadline is February 12, 2020.

#### Required for application:

- Most recent audited financial statements\* – They must be final and approved i.e. signed off by required signatories. Audited financial statements must be from your most recent fiscal year end unless your year end was within the past four months. If financial statements more recent than this date are not available an explanation must be provided. A lack of recent audited financial statements may affect the eligibility of your proposal or result in funding conditions if funded.
- \* Charities with revenues less than \$250,000 may submit reviewed financial statements **only if** they have been funded by one of UWEO's local offices in Prescott-Russell, Ottawa, Lanark or Renfrew Counties within the past 5 years (2015/16 – 2019/20) and are in good standing with the organization.
- Current list of Board members - please download and complete the [form](#) provided in the document checklist. Also complete the governance checklist section of the form by bolding your response of Yes or No.
- Recent approved Annual General Meeting minutes (or partnering sponsor organization's Annual General Meeting minutes, if applicable). The Annual General Meeting minutes are normally from the **same fiscal year** as your audited or reviewed financial statements. If you have not yet approved those minutes because your AGM has not occurred yet, submit the approved minutes from the year previous.
- Current organizational budget (unaudited) – This should be the budget for your current fiscal year (unaudited).
- Proof of sufficient General liability insurance - Liability Insurance must be for **at least \$2 million, clearly dated and current**. Do not submit expired insurance documents. The Liability Insurance must be valid at the time this application is being submitted. If the Liability Insurance submitted expires prior to July 1, 2020 and your program is selected for funding, you will be required to provide valid insurance for the start date of your funding agreement. We do not require United Way East Ontario Ottawa to be named on the certificate of insurance.

See previous [section](#) for instructions regarding the Sponsorship Authorization form which is required for Agencies who do not meet all eligibility requirements.

Please note: incorrect, missing or outdated documents can affect the success of your Proposal. Take the time to ensure this section is completed correctly by the deadline.

Upload your required documents using the orange and black 'arrow' button underneath the required document

For technical assistance on the Document checklist please see the [Smart Simple Instructions](#)

## UPDATE CONTACT INFORMATION

To edit the contact information for existing contacts (e.g. title, phone, email), from the main home screen click on 'View Contacts'. Click on the last name of the applicable person and then 'edit' to make changes. Be sure to save your changes.

To create a new Executive Director, from the main home screen click on 'Create New Contact'. Complete all fields and be sure to select the role 'Executive Director'. Save your changes.

To create a new Board Chair, from the main home screen click on 'Create a New Board Chair Contact'. Complete all fields and hit 'Register' to save your changes.

Any past staff or volunteers indicate 'Past' in their title.

## APPLICATION FORM

### STEP 2: Submit a Proposal to United Way

Click on 'Create a New Proposal'. Enter a Program/Project Title and select the catchment area and priority goal addressed by your program/project. Only the goals listed in the drop-down menu are accepting applications this year. Select save draft to save your draft application.

**Please note that the goal and catchment selection controls visibility of questions related specifically to your choice. Please complete these fields before working on the proposal questions below.**

There is no score or assessment criteria associated with these questions.

Carefully review the bulleted guidance at the top of your application form.

## SECTION A - ORGANIZATIONAL INFORMATION

**A1. Describe the organization's experience and success in delivering similar programs/projects. Provide evidence of specific results achieved with similar programs/projects. Note:** If the agency submitting is a sponsored agency, the response to this question should be about the **sponsored** agency, not the **sponsoring** agency. *Maximum response of 1200 characters*

### Criteria for Assessment

- How successfully is the agency delivering other programs/projects that it runs?
- Does the agency have a history of successful/unsuccessful programs/projects?
- Are the programs/projects similar (e.g. scope, scale, method, issue being addressed) to what is being proposed?
- Are the results provided specific and demonstrative of real/significant impact?

When discussing agency capacity, it is not enough to state that the program was a success, provide examples of key results that demonstrate success.

Examples of specificity would include: providing the actual percentage change in program/project outcomes, citing the number and extent that people were impacted, citing specific policy or systemic changes that are attributable to the program/project etc...

**A2. Describe the organization's (including management and staff) capacity to deliver the proposed program/project. Note:** If the agency submitting is a sponsored agency, the response to this question should be about the **sponsored** agency, not the **sponsoring** agency. *Maximum response of 1000 characters*

**Criteria for Assessment**

- Does the agency including management and staff, have the ability and capacity (i.e. experience implementing/managing similar program/projects, etc.) to deliver the proposed program/project?

Provide details of staffing requirements for positions to be funded by the proposal

**A3. Provide a brief description of your organization's core mission and a brief history of the organization. Note:** If the agency submitting is a sponsored agency, the response to this question should be about the **sponsored** agency, not the **sponsoring** agency. *Maximum response of 750 characters*

**Criteria for Assessment**

- Is the program/project consistent with the core mission of the applicant agency?
- Is there evidence of mission-drift?

You may reuse this description from previous years if it has not changed. If you are submitting multiple requests, we encourage you to use the same description in each request.

If the organization has several branches, make it clear how the structure relates to the proposal. E.g. Is the proposal submitted on behalf of one branch or all? Will it be implemented at one branch or several?

**A4. Is this program/project being delivered by a coalition of agencies?**

There is no score or assessment criteria associated with this question.

**A4.a Please provide details about the coalition (e.g. lead agency, member agencies, roles etc...)**  
*Maximum response of 1000 characters.*

**Criteria for Assessment**

- Does Agency provide names of coalition members, indicate lead agency and describe roles of the respective agencies?
- Does the description provide clarity regarding what members bring to the coalition?

## SECTION B – ALIGNMENT TO UNITED WAY OBJECTIVES

### **Critical Hours goal only:**

When responding to B1 below, be sure to explain how this program/project aligns with each of the three foundational pillars of critical hours programming.

- Safe and supportive environment
- Opportunity to develop relationships
- Skill development
- <https://www.growingupgreat.ca/>

### **School Readiness goal only:**

When responding to B1 below, be sure to explain how this program addresses either:

- a) program support to vulnerable parents in terms of their awareness/support of infant development or
- b) programs to increase infant and child development, which are aligned to the EDI domains.

EDI Domains: <https://edi.offordcentre.com/researchers/domains-and-subdomains/>

- Physical health and well-being,
- Social Competence,
- Emotional Maturity,
- Language and Cognitive development,
- Communication skills and general knowledge

Also be sure to provide some examples of how your program plans to engage parents.

### **Agency Capacity Building goal only:**

When responding to B1 below be sure to indicate which **additional** United Way goal your Agency Building program or project supports. The goals are:

Improve the well-being of seniors by reducing the factors that lead to isolation and vulnerability while respecting their independence (Successful Aging)

Build healthy and vibrant communities by increasing equity social cohesion, and inclusion (Strong Neighbourhoods)

Healthy and Resilient Children Ready to Learn (School Readiness)

Engaged and Active Children and Youth (Critical Hours)

People experiencing mental health and/or addictions challenges have access to coordinated community-based supports (Mental Health & Addictions Supports)

Ensure people in crisis have access to coordinated and immediate supports (Crisis Supports)

Improve employment and labour market outcomes for people with disabilities (Employment for People with Disabilities)

Improve employment and labour market outcomes for newcomers (Employment for newcomers)

Decrease youth homelessness in Ottawa (Youth Homelessness)

**B1. Briefly explain how your program/project supports and will help to achieve the priority goal.** *Maximum response of 1200 characters*

#### **Criteria for Assessment**

- Please refer to the [description](#) for the Priority Goal in question.
- Evaluate the evidence provided to clearly show that the program/project supports and will help to achieve the Priority Goal.

This question helps assessors to determine strength of alignment to the chosen Priority Goal. Please review the Priority Goals description carefully to ensure you have chosen the best fit. We encourage the use of concrete evidence/past results and specific examples to make your case for supporting the priority goal. Include reference(s) to substantiating research, past results, studies and/or focus group findings in your answer.

Refer to the strategies of the priority goal and identify how you align. Do not leave room for interpretation. Ensure you have read the priority goal description carefully. Most agencies applying are aligned to the goal, so often decisions come down to how closely aligned one proposal is over another.

**B2. Is this proposal for a Social Enterprise project?**

**If Yes -**

**B3. Please describe how this proposal meets the social enterprise criteria outlined in the priority goals description.** *Maximum response of 1200 characters*

**B4. Are all participants of the Social Enterprise being paid minimum wage or greater?**

**If No –**

**B5. Please explain (including any piecework pay formulas)** *Maximum response of 1000 characters*

#### **Criteria for Assessment**

- Does the description adequately outline how this program is a social enterprise?
  - Does the description adequately explain how this program leads to employment that adheres to Ontario Labour Standards.
  - If the priority goal is related to employment the enterprise must also increase participant's opportunities to succeed in Ottawa's labour market, ensure dignity of choice, and foster an inclusive workplace and/or community
- If the participants are not being paid at least minimum wage, do piecework formulas result in an equivalent minimum wage or greater?

## **SECTION C – PROGRAM/PROJECT INFORMATION**

**C1. Is this application for a current or previous United Way funded program/project?**

**C1a. Please provide the most recent name of this program/project?**

**C1b. Please select the year (or years) that this program was funded from the drop-down menu.**

There is no score or assessment criteria associated with this question.

If you are entering the name of your previous or current program or project please make sure that you use the exact wording as the program or project was submitted to United Way. Please refer to your Funding Agreement.

Select the United Way funding year, not your agency's operating year. Select the most recent year it was funded. You may select additional years if it was funded for more than the most recent years.

**C2. Complete the table by describing key partnerships (formal or otherwise) currently in place and/or, new partnerships you will seek to develop during the program/project.**

Describe formal or non-formal key partnerships in place and/or, new planned partnerships and your relationship with other similar programs. Be careful to differentiate between current and future partnerships and provide partner names and roles.

**Please complete each column of the table.**

**Criteria for Assessment**

- Partnerships can be either informal (i.e. in-kind support, sharing of information, assistance with the evaluation process, etc) or formal (i.e. signed partnership agreements, formal collaboration, etc).
- Is the applicant agency working in partnership with other organizations to implement this program/project?
- Have partner names been provided and roles defined?
- Has the nature of the partnership been defined?
- Has the funding or in-kind contribution been described?

Your response should go beyond a list of partners; explain the nature of your partnerships--how do you work together? Do you have MoUs? An agency to which you refer clients on occasion would not be considered a partner. It is more useful to detail key partnerships than to list more partners with no details.

**C3. Is this a collective impact model based program/project? See '?' for a definition**

Review the Collective Impact definition and conditions below and respond 'yes' or 'no' depending on whether you meet the definition and conditions. Please note that if you respond 'yes', you will be asked to show, which conditions you meet, to what extent and to explain how you meet those conditions.

Read the Collective Impact definition carefully before responding to this question. Do not respond yes to this question unless your proposal really fits; collaboration, partnerships and networks alone are not Collective Impact.

**Collective Impact:**

Collective Impact is an approach that should not be confused with the broader term of community impact or other forms of collaboration and partnership. Organizations have attempted to solve social problems through collaboration for decades without producing many results. The vast majority of these efforts lack the elements of success that enable collective impact initiatives to achieve a sustained alignment of efforts.

There are five distinct conditions needed in a true Collective Impact model. These conditions must be in place to be considered a Collective Impact model:

- I. **Common Agenda** - a shared vision for change including a common understanding of what the problem is and a joint approach to solving it through agreed upon actions.



- II. **Shared Measurement** - Collecting data and measuring results consistently across all activities ensures efforts remain aligned and the partners hold each other accountable.
- III. **Mutually Reinforcing Activities** – Strategies and activities must be differentiated while still being coordinated through a mutually reinforcing plan of action. There is no space for duplication.
- IV. **Continuous Communication** - Consistent and open communication is needed across the many players including agencies and funders to build trust, assure mutual objectives, and create common motivation.
- V. **Backbone Organization Support** – Creating and managing collective impact requires separate organization(s) with resources and specific skill sets to serve as the backbone for the entire initiative and play a key coordination role with organizations, agencies and funders.

**C3a. Select which of the following conditions already exist.**

Only necessary for agencies with a collective impact model based program/project

**C3b For each selected condition, indicate what percentage of achievement you believe is in place; and**

**C3c. Please provide evidence of how you meet each of the five conditions stated above and provide justification for selected achievement percentages *Maximum response of 1200 characters.***

**Criteria for Assessment**

- To what extent does this program/project adhere to a collective impact model?
- How far along is this agency in satisfying the five conditions?
- Is the evidence of the five conditions being met clear and convincing?
- Is there satisfactory justification for the achievement percentages?

**C4. Where will your program be offered? Please select your service location sites, not locations where your clients live.**

Please hold down the control key and click the link to identify the [Ottawa Neighbourhood Study](#) (ONS) defined neighbourhoods your program/project will be offered in. Then, using the check boxes, select the relevant neighbourhood(s).

**Unless you have offices in every neighbourhood in the city, do not select 'All' for program location.**

**Criteria for Assessment**

- Is the program/project targeting a geographic area/neighbourhood that has large populations of individuals from vulnerable populations?
- Are there other programs/projects in the same geographic area offering the same, or highly similar services?
- If duplication exists, is that duplication necessary to fill a gap in service?
- The answer will allow UWEO to ensure that resources are invested efficiently and effectively.

**C5. If this program is a backbone support for a collective impact initiative or a program from an initiative member delivering one of the mutually reinforcing activities, you may be eligible for a multi-year agreement. If you are interested in a multi-year agreement please indicate how many years.**

Only respond if this applies to your situation. There is no score or assessment criteria associated with this question.

## SECTION D – IMPLEMENTATION

### **Mental Health & Addictions goal only:**

Be sure to indicate clearly in D1 below if your program serves, adults or children and youth (under 25) or both. If both, indicate what proportion typically are children and youth and what proportion are adult (e.g. adult 80%, children and youth 20%).

**D1. Describe the specific need(s) within the priority goal that your program is addressing and how United Way funding would impact the target population. Make sure to include the populations served by your program. *Maximum response of 1200 characters***

#### **Criteria for Assessment**

- Does the description go beyond the priority goal description to explain the specific need being addressed?
- Is there a clear description of who the specific target population is and how they would be impacted by the program/project?
- Is there a causal link between the described impact and the need?
- Is the impact realistic considering the scope of the project?

Your response to this question allows assessors to determine Greatest Need, Greatest Impact, which is the promise United Way seeks to fulfill when making funding investments.

**Be sure to elucidate precisely what will be done with United Way funds if the application is for a program funded by multiple sources.**

It's important to go beyond saying that your population is the hardest to serve or the most vulnerable as it is something that most applicants write.

**D2. Provide a description of your program/project and its intended goal. This should be your 'elevator pitch', the headlines of your program that you would describe if you only had thirty seconds to make someone understand your program. *Maximum response of 1200 characters***

#### **Criteria for Assessment**

- Is the goal of the program/project clearly stated?
- Is there a clear link between the stated activities (in D3) and the ultimate goal?
- Are there unrealistic expectations?

**D3. Describe your planned activities. For each activity describe what you will do, the specific population you are targeting, where the activity will take place, and when and how frequently you will be doing it. *Maximum response of 1200 characters***

#### **Criteria for Assessment**

- Is there a clear link between the stated activities and the ultimate goal (in D2)?
- Is the 'what, who, when, where and how' explained?
- Will the activities presented result in the achievement of the stated results?
- Are the activities reasonable? Are there unrealistic expectations?

Key activities should not be repetitive of your responses regarding alignment to the priority goal. Inclusion of activities that are not directly related to the priority goal can detract from the main purpose of the program. If you do decide to include activities not directly related to the priority goal, it is important to give the reader an idea of the scope /significance of those activities vis a vis ones that are more closely aligned.

**D4. (Optional). Any pertinent information you would like to add? Please only use this space to provide information unrelated to questions asked in the Request for Investment. This is not intended as space to expand on responses to existing questions. *Maximum response of 300 characters.***

There is no score or assessment criteria associated with this question.

## SECTION E – EVIDENCE-BASED APPROACH AND EVALUATION PLAN

**E1. Will this program work directly with clients or beneficiaries?**

There is no score or assessment criteria associated with this question.

**E1a. Indicate the total number of unique individuals that you expect to serve in a 12 month period.**

There is no score or assessment criteria associated with this question.

Care should be taken to avoid double counting individuals who are served more than once during the year or are impacted by more than one program element. Do not double count participants (we want to know your total clients not total visits).

E.g. if you expect to train 30 individuals and at the second training 10 of the original participants also attended along with 20 new participants then your number of people served would be 50 rather than 60.

This number will be reported annually in your program report.

**E2. Please demonstrate how the proposed activities and results are backed by evidence-based/evidence-informed research (both internal and/or external research is valid). *Maximum response of 1000 characters***

### Criteria for Assessment

- Is the relationship between the proposed activities and the anticipated results evidence-informed?
- How well is the relationship articulated?
- Evidence can take the form of internal research or external research.
- Is the evidence presented relevant?

Make sure the research is relevant and ideally local.

## INDICATORS AND DATA COLLECTION

In this section you will describe the anticipated performance of your project/program using indicators and targets within a Results Based Accountability model.

An *indicator* provides evidence that certain results have or have not been achieved. You will be asked to report on these same indicators in your program report. Projects/programs are expected to achieve program/project level, rather than population-level performance results.

### Indicators should meet the following criteria:

- Direct: Measure as closely as possible the relevant result.
- Objective: Be precise and unambiguous about what is being measured and how. There should be no doubt on how to measure or interpret the indicator.
- Adequate: Should sufficiently capture all of the result.
- Practical: quality data needed to inform the indicator are available in the given time-frame.

### Output Indicators:

Measure the quantity and quality of services provided (e.g. clients served, hours of service, activities that took place, sessions held, pamphlets produced, etc.). In other words, Outputs measure how much you did and how well you did it.

### Outcome Indicators:

Measure the broader results achieved through provision of services, in this case at the program or project level. Outcomes quantify the actual effect the agency's efforts have on its objectives. For agencies who deal with clients, outcomes could be changes in (or maintenance of) skills, knowledge, attitudes, behaviour or circumstance. For agencies who work at a system level, outcomes could be changes in (or the maintenance of) system level states, conditions, policies, etc. In other words, Outcomes measure if anyone is better off, or in the case of system level programs, whether or not the key desired goal has occurred.

### Program reporting:

Should this program be funded - With any indicators that have percentage as the unit of measure, in the annual program report, we will ask for the calculation (e.g. numerator and denominator) used to determine your result.

In addition, if you receive one year of funding for a new or modified program, we will ask for a 6 month progress report in January of your first year. This report will be used to help assess whether your program should receive funding for a second year should you reapply. It is advisable therefore to have one or more indicators that you can report on at the six month report, instead of only indicators that can be measured once per year. The 6 month progress report will ask for results on indicators and a short narrative explanation of activities and results thus far.

Instructions on indicators differ depending on which goal you have selected. Refer to the relevant section below:

## Agency Capacity Building, Critical Hours, Mental Health & Addictions, School Readiness and Successful Aging:

E3. The first 5 indicators in the table are common indicators for all programs funded under your priority goal. If you are doing work that supports the achievement of these indicators please complete the blank columns for the relevant indicator and provide any additional information noted. In the lower part of the table there is space for you to enter up to 5 other indicators. You may create your own or select existing standardized indicators from the drop boxes.

### **Common Indicators**

If you are doing work that supports the achievement of these indicators please complete the blank columns for the relevant indicator and provide any additional information noted.

Some of the pre-populated cells may be modified. If you are unable to edit the information and you are in edit mode, then that cell cannot be modified. In certain cases additional information is required, i.e. where you see 'Agency to...'.

### **Standardized Indicators**

You may provide 5 indicators in addition to the common indicators (for a maximum total of 10 indicators). These indicators can be standardized or custom or a combination of both. If you have chosen to use standardized indicators, choose your Indicator in the Indicator Description column and then in each pre-populated column select the corresponding number to populate the correct information. It is important that you select the same number in each column. E.g. If you select Indicator Description 2 in the description column then you must also select 2 in the Type, unit of measure and definition columns. Complete any blank columns.

### **Custom Indicators**

You may provide 5 indicators in addition to the common indicators (for a maximum total of 10 indicators). These indicators can be standardized or custom or a combination of both. If your work does not align with any of the common indicators and you have not selected any standardized outcome indicators, you must provide at minimum one custom outcome indicator.

The definition of each column is provided at the bottom of the indicator window. Each numbered definition corresponds to a number indicated in the table header row, for instance: Type (1), Indicator Description (2) etc... Example indicators are also provided.

### **Additional Guidance for Mental Health & Addictions:**

If your program serves, adults AND children and youth (under 25): Please provide disaggregated outcome data, separating targets, and ultimately your results, by 1) children and youth and 2) adults.

**For all goals: More than 10 total indicators will not be accepted.**

### **Persons without Disabilities & Employment for Newcomers:**

E3. The first 3 indicators in the table are common indicators for all programs funded under your priority goal. If you are doing work that supports the achievement of these indicators please complete the blank columns for the relevant indicator and provide any additional information noted. In the lower part of the table there is space for you to enter up to 7 other indicators. You may create your own or select existing standardized indicators from the drop boxes.

### **Common Indicators**

If you are doing work that supports the achievement of these indicators please complete the blank columns for the relevant indicator and provide any additional information noted.

Some of the pre-populated cells may be modified. If you are unable to edit the information and you are in edit mode, then that cell cannot be modified. In certain cases additional information is required, i.e. where you see 'Agency to...'.

**NOTE: UWEO collects data on the populations that obtain employment in the City of Ottawa region for reporting purposes. Therefore, unless job creation or job matching is specified as an agency objective for the funding cycle (1 year), the indicator 'Clients obtaining employment' will not be used for future considerations. It is a common indicator, but if it is not relevant to your program use '0' (zero) as the target to reach.**

### **Standardized Indicators**

You may provide 7 indicators in addition to the common indicators (for a maximum total of 10 indicators). These indicators can be standardized or custom or a combination of both. If you have chosen to use standardized indicators, choose your Indicator in the Indicator Description column and then in each pre-populated column select the corresponding number to populate the correct information. It is important that you select the same number in each column. E.g. If you select Indicator Description 2 in the description column than you must also select 2 in the Type, unit of measure and definition columns. Complete any blank columns.

### **Custom Indicators**

You may provide 7 indicators in addition to the common indicators (for a maximum total of 10 indicators). These indicators can be standardized or custom or a combination of both. If your work does not align with any of the common indicators and you have not selected any standardized outcome indicators, you must provide at minimum one custom outcome indicator.

The definition of each column is provided at the bottom of the indicator window. Each numbered definition corresponds to a number indicated in the table header row, for instance: Type (1), Indicator Description (2) etc... Example indicators are also provided.

**For all goals: More than 10 total indicators will not be accepted.**

### **Strong Neighbourhoods:**

E3. The first 7 indicators in the table are common indicators for all programs funded under the Strong Neighbourhoods priority goal. If you are doing work that supports the achievement of these indicators please complete the blank columns for the relevant indicator and provide any additional information noted. In a second table there is a selection of indicators related to neighbourhood or resident capacity building, local priority issues and research. If you project's focus is research please select one or more of the research indicators. If your focus is not research please select one indicator for each of the two other types 1) neighbourhood or resident capacity building and 2) local priority issues.

### **Common Indicators**

If you are doing work that supports the achievement of these indicators please complete the blank columns for the relevant indicator and provide any additional information noted. The methodology may be edited if you prefer to follow a different approach to measurement.

### **Additional Indicators**

You will find a selection of indicators related to neighbourhood or resident capacity building, local priority issues and research. If your project's focus is research please select one or more of the research indicators. If your focus is not research please select one indicator for each of the two other types 1) neighbourhood or

resident capacity building and 2) local priority issues. Choose your Indicator in the Indicator Description column and in each pre-populated column select the corresponding number to populate the correct information. It is important that you select the same number in each column. E.g. If you select Indicator Description 2 in the description column than you must also select 2 in the Type, unit of measure and definition columns. Complete any blank columns.

**For all goals: More than 10 total indicators will not be accepted.**

## Youth Homelessness:

E3. The first 2 indicators in the table are common indicators for all programs funded under your priority goal. If you are doing work that supports the achievement of these indicators please complete the blank columns for the relevant indicator and provide any additional information noted. In the lower part of the table there is space for you to enter up to 8 other indicators. You may create your own or select existing standardized indicators from the drop boxes.

### Common Indicators

If you are doing work that supports the achievement of these indicators please complete the blank columns for the relevant indicator and provide any additional information noted.

Some of the pre-populated cells may be modified. If you are unable to edit the information and you are in edit mode, then that cell cannot be modified. In certain cases additional information is required, i.e. where you see 'Agency to...'.

### Standardized Indicators

You may provide 8 indicators in addition to the common indicators (for a maximum total of 10 indicators). These indicators can be standardized or custom or a combination of both. If you have chosen to use standardized indicators, choose your Indicator in the Indicator Description column and then in each pre-populated column select the corresponding number to populate the correct information. It is important that you select the same number in each column. E.g. If you select Indicator Description 2 in the description column than you must also select 2 in the Type, unit of measure and definition columns. Complete any blank columns.

### Custom Indicators

You may provide 8 indicators in addition to the common indicators (for a maximum total of 10 indicators). These indicators can be standardized or custom or a combination of both. If your work does not align with any of the common indicators and you have not selected any standardized outcome indicators, you must provide at minimum one custom outcome indicator.

The definition of each column is provided at the bottom of the indicator window. Each numbered definition corresponds to a number indicated in the table header row, for instance: Type (1), Indicator Description (2) etc... Example indicators are also provided.

**For all goals: More than 10 total indicators will not be accepted.**

## Crisis Supports:

E3. The first 4 indicators in the table are common indicators for all programs funded under your priority goal. If you are doing work that supports the achievement of these indicators please complete the blank columns for the relevant indicator and provide any additional information noted. In the lower part of the table there is space



for you to enter up to 6 other indicators. You may create your own or select existing standardized indicators from the drop boxes.

### **Common Indicators**

If you are doing work that supports the achievement of these indicators please complete the blank columns for the relevant indicator and provide any additional information noted.

Some of the pre-populated cells may be modified. If you are unable to edit the information and you are in edit mode, then that cell cannot be modified. In certain cases additional information is required, i.e. where you see 'Agency to...'.

### **Standardized Indicators**

You may provide 6 indicators in addition to the common indicators (for a maximum total of 10 indicators). These indicators can be standardized or custom or a combination of both. If you have chosen to use standardized indicators, choose your Indicator in the Indicator Description column and then in each pre-populated column select the corresponding number to populate the correct information. It is important that you select the same number in each column. E.g. If you select Indicator Description 2 in the description column then you must also select 2 in the Type, unit of measure and definition columns. Complete any blank columns.

### **Custom Indicators**

You may provide 6 indicators in addition to the common indicators (for a maximum total of 10 indicators). These indicators can be standardized or custom or a combination of both. If your work does not align with any of the common indicators and you have not selected any standardized outcome indicators, you must provide at minimum one custom outcome indicator.

The definition of each column is provided at the bottom of the indicator window. Each numbered definition corresponds to a number indicated in the table header row, for instance: Type (1), Indicator Description (2) etc... Example indicators are also provided.

**For all goals: More than 10 total indicators will not be accepted.**

### **Criteria for Assessment (all goals)**

Is the agency able to report on most or all of the common indicators selected as a priority for this goal?

If the agency is not reporting on common indicators, have they provided at least one or two strong alternative outcome indicators (is anyone better off)?

Are the targets selected ambitious enough to be a solid investment, yet achievable given the staffing and financial resources?

If custom indicators are developed will they tell us how much was done, how well it was done or if anyone is better off? Are they SMART (specific, measurable, achievable, realistic and time-bound)?

Do custom indicators proposed align with what United Way is trying to achieve with the selected priority goal?



## Completing the Indicator table – Definitions for each column in the table:

<b>1. Type: Output or Outcome</b> (see definition on page 54)
<b>2. Indicator Description:</b> This is where you provide the actual indicator. The description should be succinct and without ambiguity. An outcome indicator normally implies directional change using words such as increase, decrease, strengthening, reduce, improved etc... An output indicator typically reports on short-term results or actions that are needed in order to achieve an outcome and uses action words such as trained, completed, identified, held, disseminated, evaluated, launched etc...
<b>3. Target:</b> Targets should be specific, realistic and ambitious. With few exceptions targets should be numeric. They cannot be a range (e.g. 45-55 is not acceptable, 50 is acceptable). There is no need to qualify a target (e.g. 50 children) because who or what the agency is measuring should be very clear in the indicator description (e.g. increase in children attending homework clubs).
<b>4. Indicate Target increase %:</b> If you are eligible and are requesting a multi-year agreement, you may wish to increase some or all of your targets for indicators past year 1. If you want to do this indicate the % you would like your target to increase by. E.g. if your target is 50 and in year two you want it to be 60 and in year three 72 then your increase is 20%. This is optional.
<b>5. Unit of Measure:</b> The most common units of measure will be number or percentage. For activities such as getting a policy approved or holding a major event, a unit of measure such as complete/incomplete may be more appropriate.
<b>6. Definition:</b> This is an opportunity to outline what the different terms/words used in the indicator mean to the agency, as often terms used are open to interpretation. For instance, in the indicator "decrease in the number of people using drugs", it would be helpful to further define that 'people' are program clients and to be counted as someone no longer using drugs, they must have been off drugs for at least 6 weeks by the end of the one year program.
<b>7. Frequency and timing of data collection:</b> How often and when data is collected. Daily, weekly, monthly, quarterly, Each January and July, annually etc... Is there a specific time period when data is collected (e.g. only during the school year, during tax season)?
<b>8. Method to data collection or calculation:</b> Describe the approach or plan to collect the data, including where data will be kept, how results will be calculated. Think through the steps to calculate the necessary figure or determine the result, this will help to ensure your indicator is realistic and appropriate and measureable.
<b>9. Data Source:</b> where the data needed to calculate or track the indicator will be coming from. It should be clear whether the source is internal to the organization or external. If you were asked to provide evidence of the figures you calculated or provided for your indicator, what documentation or source would you provide?
<b>10. Person(s) responsible for data collection:</b> When designing an indicator it is important to think about who will be responsible for collecting and maintaining the data, to ensure that it will be feasible to collect. Is this a staff member? A consultant? A volunteer? Identify the title of the person responsible.

## Custom Indicator Development Tips:

- Involve appropriate staff in indicator development (e.g. people who would be implementing the program, reporting on results).
- Indicators are not meant to be only extractive, they should be helpful to your agency and not only United Way
- Indicators must be able to stand alone without accompanying explanation. Would someone unfamiliar with your program understand your indicators?

- The ideal number of indicators for each program depends on size and scope and complexity of program activities.
- How to decide which of your many indicators to include in your proposal?
  - Limit indicators to the most important and telling indicators. Prioritize your 'headline' indicators (the ones you would use in a speech or news article).
  - If you have to prioritize, select the indicator that shows the most about how you are progressing towards your ultimate goal.

Example – Indicators for an employment program in order of priority from LOWEST to HIGHEST

1. Clients assessed at intake
  2. Clients receiving resume writing training
  3. Clients with updated resumes
  4. Clients receiving one or more interviews
  5. Clients served who obtain employment
- Ideally indicators should measure only one change. It is difficult to calculate and justify indicators that measure more than one change at a time. Since both changes would have to provide a positive result in order to count toward your indicator result, your combined result would be lower than if you measured the two changes separately.

Indicator Description Example:

- ~~Increased homework completion/school engagement~~ (**target: 50%**)
- Increased homework completion (target 50%) ✓
- Increased school engagement (target 50%) ✓
- Indicators that measure work processes are not as telling as indicators that show how much you have done, how well you did it or if anyone is better off.

Examples of work process indicators: (e.g. emails sent, hours spent working on a task)

- You will report on your indicators afterward, so past is more appropriate than future tense.

Indicator Description Example:

- ~~Clients will be trained on small business practices~~
- Clients trained on small business practices ✓
- Indicator description should not read like a survey response, the description of how the indicator will be derived or calculated should be noted in the method of calculation field.

Indicator Description Example:

- ~~Clients responding Agree or strongly agree when asked if they feel their self-confidence has improved.~~
- Clients with increased self-confidence. ✓

- The subject of the indicator should be apparent

Indicator Description Examples:

1. ~~Volunteers~~  
Seniors' Recreation Program Volunteers ✓
2. ~~Improved Self-Esteem~~  
Students have Improved Self-Esteem ✓

- Targets should be numeric. You may have a different target for each year or maintain the same target for one or more years.
- Outputs: Clearly distinguish unique clients from client visits/contacts.
- Outcomes: Satisfaction is not a client outcome, rather it speaks to how well you did, which is an output. The more specific the outcome indicator, the better.
- Specify whether evaluation tools are in house or standardized.
- A few quality outcome indicators is preferable to a long list of output indicators.
- Multiple indicators that essentially measure the same process or activity is not desirable.
- Make sure you have thought through how the indicator will be measured and whether it is feasible given timelines, human and financial resources.
- Complete all columns (exception – Indicate Target increase % for subsequent years (optional and for multi-year agreements only)t) – e.g. if This column is optional and only for agencies applying for collective impact multi-year agreements.
- Avoid repetition of information in multiple columns
- Avoid – 'same as above' etc. - Indicators will be exported from database and sorted
- Check calculations/numbers for consistency

**E4. If you have determined that one or more of the common indicators does not align with your work or you are unable to measure, please provide your rationale. *Maximum response of 1200 characters***

Assessment Criteria:

If the agency is not reporting on common indicators is the explanation satisfactory and provide assurances that this agency can still provide strong results that are aligned with the desired outcomes of the goal

## SECTION F – ANNUAL PROGRAM/PROJECT BUDGET

- Provide a one year budget for the entire program/project (including revenue not provided by United Way). This should be your program/project budget, not your agency budget.
- The amount of your request to United Way East Ontario is the difference between Revenue from other sources and the total amount of your program budget.
- If this is an existing program, the budget must be for your proposed program, not for the program as it exists currently.
- For Multi-year agreements: Funding awarded will be for the same amount (based on this one-year budget) each year of your program/project (depending on campaign results) for the length of the awarded agreement.
- The one year budget should include **all** in-kind contributions (revenues and expenses). Indicate your in-kind support in the revenue section and the equivalent cost in the expense section. For instance, if you report in-kind revenue of 400 volunteer hours' worth \$6000 and rent and equipment worth \$30,000 then you should also report the equivalent in expenses. The \$6000 would be reported under salaries and benefits expenses and \$30,000 in rent and equipment would be reported under Administration expenses. Be sure to distinguish between in-kind and cash costs in your budget note fields.
- Budget notes are **required** for **every** completed line of the budget for both revenue and expense lines. Use the Budget notes fields to describe what costs will be covered in that particular budget line, highlighting specific cost breakdowns for larger items (salaries etc...). Notes should also describe the portion of in-kind versus cash, if in-kind is included in that budget line. For revenue lines, indicate grant/agreement funding start and end dates if applicable. A lack of budget notes can greatly impact funding decisions. Make sure that different funder contributions are clearly differentiated in your budget notes.

Assessors will take into consideration funding amounts requested by agencies versus projected funding envelopes for each Priority Goal during the funding process. We recommend applications of a minimum of \$15,000 request from United Way East Ontario.

The final amount of money available for funding this year will not be known until May 2020 when the campaign has completed. Below find the current funding investments for the year 2019-20. Generally we can expect to have a similar amount of investment next year within approximately a 10% increase or decrease.

Focus Area and Goals	2019-20 Investment
Healthy People, Strong Communities: 27 agreements ending in June 2020 in Agency Capacity Building, Crisis Supports, Mental Health & Addictions, Successful Aging, Strong Neighbourhoods	\$1.46 Million
All That Kids Can Be: 27 agreements ending in June 2020 in Critical Hours, Crisis Supports, Mental Health & Addictions, School Readiness, Youth Homelessness	\$1.6 Million
Poverty to Possibility: 10 agreements in June 2020 in Employment for Newcomers and People with Disabilities	\$474 Thousand

**F1. Click "Open" to complete your annual program/project budget**

**F2. Please describe how you will use the money from United Way. *Maximum of 1000 characters.***

### **Criteria for Assessment**

#### **Program/project has diverse funding sources (financial and in-kind)**

- What proportion of the program/project budget is being requested from United Way East Ontario?
- Is there a heavy reliance on United Way East Ontario (or any other single funder) to run the program?
- Is the program sustainable?

#### **Expenses are comprehensive and realistic**

- Does the proposal include all expenses related to the program/project?
- Are there any major expenditures that should be listed, but are not?
- Are the expenses realistic? i.e. Are they true reflections of the cost associated with each line item?
- Are budget notes present and sufficiently detailed?
- Are in-kind costs included?

#### **Cost Efficiency**

- Are the costs reasonable given the individuals being assisted?
- Are costs reasonable given the depth and resources needed for the intervention?
- Are the costs reasonable given the numbers of clients being assisted?
- Please keep in mind that geographic area, types of clients, types of services provided can all have an impact on cost efficiency (i.e. similar programs offered in different geographic areas can have widely different costs depending on volunteer engagement, availability of other neighbourhood supports, etc)

## **ACKNOWLEDGEMENT AND SIGNATURES**

Please note that references are no longer required.

United Way East Ontario is no longer accepting hard copies of documents. **Please keep the original signature page on file, should it be requested at a later date.**

All agencies are required to submit a signature page.

Signatures of Executive Directors and Board Chairs are **both** required. If either of those positions is vacant the signatory should be the designate for that position.

**This page must be signed, scanned and:**

- Uploaded (click the upload arrow below) before 1 p.m., February 19, 2020

# GLOSSARY

## **Administration Expenses:**

Expenses including rent, insurance, office supplies, fax/phone, internet, accounting and legal fees, postage/courier etc...

**Coalition:** an alliance of agencies/organizations for a common action or purpose

**Collective Impact:** An approach that should not be confused with the broader term of community impact or other forms of collaboration and partnership. Organizations have attempted to solve social problems through collaboration for decades without producing many results. The vast majority of these efforts lack the elements of success that enable collective impact initiatives to achieve a sustained alignment of efforts.

There are five distinct conditions needed in a true Collective Impact model. These conditions must be in place to be considered a Collective Impact model:

- I. Common Agenda - a shared vision for change including a common understanding of what the problem is and a joint approach to solving it through agreed upon actions.
- II. Shared Measurement - Collecting data and measuring results consistently across all activities ensures efforts remain aligned and the partners hold each other accountable.
- III. Mutually Reinforcing Activities – Strategies and activities must be differentiated while still being coordinated through a mutually reinforcing plan of action. There is no space for duplication.
- IV. Continuous Communication - Consistent and open communication is needed across the many players including agencies and funders to build trust, assure mutual objectives, and create common motivation.
- V. Backbone Organization Support – Creating and managing collective impact requires separate organization(s) with resources and specific skill sets to serve as the backbone for the entire initiative and play a key coordination role with organizations, agencies and funders.

## **Community Impact:**

Investments to influence community change (programs that benefit broader community, convening, research and speaking out).

## **Common Indicators:**

Indicators that all programs under a priority goal are asked to report on if their work aligns to the result being measured.

## **Convening and Engagement:**

Convening and engagement are dynamic processes which engage a collaborative network of stakeholders who work together on behalf of their community to address an issue with the goal of creating and realizing community learning and change.

**Direct Impact:**

Investments in frontline programs and services that benefit individuals.

**Evaluation Expenses:**

Expenses required to conduct program evaluations, baseline and endline surveys, mid-term evaluations, operational research etc... Excluding transport and staff time which is counted elsewhere.

**Evidence based research/support:**

Evidence based research or support can take the form of published research or data, past program/project results, surveys, focus group results etc. that validates the relationship between the program activities, priority goal(s), and intended results.

**Financial Solvency:**

Financial solvency, in an organizational context, is the ability of the organization to fulfill its financial commitments.

**Focus Areas:**

Focus areas provide the overall framework within which United Way East Ontario will apply its efforts and investments in the community. Within each focus area are specific priority goals that further define how United Way will make resourcing decisions and engage the community. There are three focus areas:

- **All That Kids Can Be:** To help kids in Ottawa grow up to be their very best we invest in initiatives that will prepare them for kindergarten, give them a safe place to go after school to play, learn and just be a kid, and programs that get homeless youth off the streets for good.
- **Health People, Strong Communities:** United Way ensures that all members of our community get the help they need, when they need it.
- **From Poverty to Possibility:** We invest in programs and initiatives that help immigrants find jobs that match their skills and give people with disabilities employment opportunities and a sense of belonging to their community.

**Funding Categories:**

There are four categories of investment opportunity for each of the priority goals. Combined, they represent a holistic approach to realizing the priority goals. They include:

1. Programs and services
2. Convening and engagement
3. Policy and advocacy
4. Research

**Funding for Results:**

Funding for results refers to a funding strategy where there is a very deliberate relationship between the funding provided to a service provider and the results achieved; i.e. funds are “paid” to a service delivery partner for agreed upon results in a specified timeframe. These results can be expressed as either outputs or outcomes, for example the number of clients served, the number of clients that progressed from “x” state to “y” state, a specific piece of primary research, a policy change etc.

**Indicator:** An indicator provides evidence that certain results have or have not been achieved. Indicators should meet the following criteria:

- Direct: Measure as closely as possible the relevant result.
- Objective: Be precise and unambiguous about what is being measured and how. There should be no doubt on how to measure or interpret the indicator.
- Adequate: Should sufficiently capture all of the result.
- Practical: quality data needed to inform the indicator are available in the given time-frame.

### **In-Kind Contributions:**

In-kind contributions are goods or services that your organization would otherwise need to purchase that are provided, free of charge, by other organizations/individuals. The value of in-kind contributions should be based on what you would have paid for the goods and services, if you had to purchase them. In-kind contributions help demonstrate the true costs associated with running the program/project.

Examples of in-kind contributions include, but are not limited to:

- Volunteer hours (# of hours worked x \$15 per hour)
- Donated professional services (such as legal advice, auditing of financial statements)
- Overhead (such as utilities) related to the program/project
- Donated equipment, materials, office supplies
- Rent-free use of facilities, office space or equipment
- Donated publication, printing and promotional materials

### **Miscellaneous Expenses:**

Expenses that don't fit in any other expense category. Such expenses must be explained in detail in the budget description and comments.

### **Outcome Indicators:**

Measure the broader results achieved through provision of services, in this case at the program/or project level. Outcomes quantify the actual effect the agency's efforts have on its objectives. For agencies who deal with clients, outcomes could be changes in (or maintenance of) skills, knowledge, attitudes, behaviour or circumstance. For agencies who work at a system level, outcomes could be changes in (or the maintenance of) system level states, conditions, policies, etc. In other words, Outcomes measure if anyone is better off, or in the case of system level programs, whether or not the key desired goal has occurred.

### **Output Indicators:**

Measure the quantity and quality of services provided (e.g. clients served, hours of service, activities that took place, sessions held, pamphlets produced, etc.). In other words, Outputs measure how much you did and how well you did it.

### **Policy and Advocacy:**

Policy and advocacy activities are designed to increase the community's understanding of the importance of an issue and/or the need to address policies and strategies to change, reduce or remove barriers. Advocacy can include a wide range of activities that an organization undertakes including media campaigns, public speaking, educational seminars, lobbying for policy changes etc.



**Program Costs Expenses:**

Program-related expenses such as materials, resources and promotion. This excludes transport.

**Programs and Services:**

Program and services cover activities designed to provide vulnerable clients with supports including but not limited to basic day to day living essentials, training, education, skills development, mentorship, engagement in community through social, recreational and employment opportunities, social enterprise initiatives, and individual capacity building.

**Research:**

Research refers to activities that create and mobilize knowledge for action by communities, civil society, policy makers, and stakeholders in all of the key areas affecting the current and future social, economic, and environmental sustainability of Canada.

**Salaries and Benefits Expenses:**

Expenses related to the staff employed/working on the program/project. They include items such as salaries/benefits for all employees (full time or part time) and contract staff.

**Social Services Sector:**

Organizations/agencies whose mission is to provide meaningful opportunities to improve the lives of the disadvantaged population groups such as children, disabled persons, seniors, and vulnerable persons in the community by providing services such as educational support, day programs, counselling, housing support, skills development etc.

**Target Population:** A specified group of people who are the focus of any work toward achieving the Priority Goal. Within each priority goal definition a group of people with specific identifiers (e.g. age, socio-economic status, risk factors, vulnerability, issues, and barriers) are described.

**Target Result:**

A target result is a measurable performance or success level that a program or initiative plans to achieve within a specified time period. Both outcome and output indicators require specific targets which could be numbers, percentages, complete/not complete, yes/no etc. ...

**Travel and Transportation Expenses:**

All staff, contractor and volunteer travel as well as client transportation costs. Includes programmatic transportation costs as well as administrative travel costs.

# APPENDIX I – PG DESCRIPTIONS

## HEALTHY PEOPLE, STRONG COMMUNITIES AGENCY CAPACITY BUILDING

Priority goal	<b>STRENGTHENING ORGANIZATIONS SO THEY HAVE A GREATER CAPACITY TO MEET COMMUNITY NEEDS AND CHANGE MORE LIVES.*</b>
Addressing systemic change	Strong and healthy service delivery partners are critical to making measurable progress in achieving priority goals. Enhancing the organizational capacity of service delivery partners also strengthens the capacity of the networks and partnerships through which they collaborate, thereby creating a more robust social service sector.
Funding categories and examples	<p><b>Criteria:</b></p> <p>Funding under the Agency Capacity Building Priority Goal is an open, competitive application process for new and existing organizations, coalitions and partnerships based or working in Ottawa. UW would particularly like to support:</p> <p><b>Organizations</b> that have capacity building of other agencies as an organizational mandate and are recognized for such in the community.</p> <p><b>Coalitions, partnerships and networks</b> that demonstrate through the Collective Impact approach that their intervention is strategic and advances one or more of UWEO's other priorities.</p> <p>The proposals need to demonstrate building one or more of the following organizational capacity areas to address community needs and achieve priority goals:</p> <ol style="list-style-type: none"> <li>1. Programmatic Capacity: Projects geared towards improving program quality, changing more lives, engaging more volunteers and addressing common priority issues.</li> <li>2. Resource Development Capacity: Capacity building initiatives or social enterprises which help agencies in securing additional resources (cash or in-kind) leveraged to support priority goals and improve financial sustainability.</li> <li>3. Networking/partnership/coalition capacity: Programs and initiatives which build capacity of networks and coalitions to undertake Collective Impact initiatives and change more lives.</li> </ol>

	<p>4. Internal Operations and Management Capacity (HR, finance, project management, governance, infra-structure) through supporting capacity building organizations and coalitions, partnerships and network). For example projects for building capacity of board members, creating skill development opportunities for staff, improving recruitment, training and retention of staff and volunteers and increasing organizational capacity to represent the interest of target population.</p> <p>5. Research and Evaluation Capacity: Programs and activities that increase the ability to lead research in support of Priority Goals; studies with practical and actionable recommendations for Collective Impact initiatives; and progress on developing shared measurement systems and effective cross-sector coordination.</p> <p><b><i>Note: For social enterprises, employment is required to: adhere to Ontario Labour Standards i.e. minimum wage or greater, health and safety standards, etc.; ensure dignity of choice; and foster an inclusive workplace and/or community.</i></b></p>
<p><b><i>*This funding is not intended for agencies to build up their internal capacity. It is for agencies to use to build capacity in other agencies or coalitions.</i></b></p>	

## CRISIS SUPPORTS

PRIORITY GOAL	ENSURE PEOPLE IN CRISIS HAVE ACCESS TO COORDINATED AND IMMEDIATE SUPPORTS
ADDRESSING SYSTEMIC CHANGE	<p>People find themselves in crisis situations for a great variety of reasons. Naturally there is great impetus to ensure that people can avoid being in crisis in the first place and in effect, it could be said that the work of United Way's other Priority Goals, in one form or another, play a role in preventing crisis. However, there will likely always be a need for crisis supports no matter how much impact prevention efforts have.</p> <p>United Way East Ontario would like to see these key needs considered in any crisis response:</p> <ul style="list-style-type: none"> <li>• There need to be enough linguistically and culturally appropriate crisis supports to meet the needs of different populations</li> <li>• Some crisis supports need to be available 24/7</li> <li>• People need to be aware of where to find help in accessing support</li> </ul> <p>There is a lack of data concerning the extent to which some of the frequent users of paramedic, emergency department and police services are also frequent users of community-based crisis services. Other clients simply use community-based crisis supports on a regular basis. Clearly, these clients are not getting the ongoing supports they need to prevent crises. Research into this issue would help determine how best to ensure that they do.</p>
FUNDING CATEGORIES AND EXAMPLES	<ul style="list-style-type: none"> <li>• Programs and Services that have an immediate impact on clients' crisis states, feelings of hopelessness, and stress. Programs that reduce barriers to accessing information, support and services aimed at addressing crisis.</li> <li>• Advocate for increased public awareness about the availability of crisis supports and services</li> <li>• Convene community partners to improve the collaboration and coordination of efforts among service providers and stakeholders</li> <li>• Research to identify, track and refer frequent users &amp; number of frequent users of crisis services in Ottawa.</li> </ul>
TARGET POPULATIONS	<p>Individuals experiencing crisis with an emphasis placed on those facing additional barriers such as low income, multicultural, Francophone, Indigenous people, rural and GLBTTQ2S</p>

## MENTAL HEALTH & ADDICTIONS

PRIORITY GOAL	PEOPLE EXPERIENCING MENTAL HEALTH AND / OR ADDICTIONS CHALLENGES HAVE ACCESS TO COORDINATED COMMUNITY-BASED SUPPORTS <sup>1,2</sup>
ADDRESSING SYSTEMIC CHANGE	<p>There is no shortage of gaps or needs in the mental health system. The Royal Ottawa Mental Health Care Group's Mental Health Needs &amp; Capacity Assessment found that investment in front-line mental health services is low in Ottawa's region relative to the Ontario average. A report produced by Statistics Canada in 2011 evaluated the unmet need for mental health care in Canada; it concluded that the most commonly reported need was for counselling, which was also the least likely need to be met. Furthermore, data from 2009-10 show that 3,116 people saw 4 or more physicians for a mental health and addictions-related issue in 2009/10, with 196 people seeing 11-25 physicians and 32 people seeing 26 or more physicians. Because they fear stigma, many people often delay seeking support for mental health and addictions issues. Reducing barriers and increasing access to community-based supports can make an enormous difference over a lifetime. The ability to identify issues and intervene early through a coordinated, integrated and culturally-appropriate service delivery system is instrumental in creating an inclusive and supportive community.</p> <p>Substance abuse can have lifelong negative consequences for young people. Consequently, stopping the cycle of substance abuse early is critical to reducing long-term dependency on drugs and alcohol. The school-based substance abuse model is a collaborative of school boards, government and service delivery partners working together to ensure that youth and their families have the education, support and treatment needed to help youth move from substance dependency to resiliency.</p>
FUNDING CATEGORIES AND EXAMPLES	<p><b>Mental Health &amp; Addictions</b></p> <ul style="list-style-type: none"> <li>• Programs and Services that are community-based<sup>2</sup> and promote healing, resilience and recovery for those affected by mental health and addictions issues. Examples include counselling, wait list supports, peer support models and supports that are culturally competent. Programs and services must demonstrate their connection to 211 and maintain their 211 information up to date.</li> <li>• Research that identifies gaps and/or evidence informed practices in community-based mental health support and services</li> <li>• Convene stakeholders to support a more integrated community response<sup>3</sup> to mental health and addictions supports. One example would be the reinforcement or development of ongoing shared process and outcome monitoring to promote program improvement.</li> <li>• Advocacy initiatives that aim to reduce barriers within a community-based mental health and addictions service delivery model</li> </ul> <p><b>School-based Youth Substance Abuse Intervention</b></p> <ul style="list-style-type: none"> <li>• Programs and Services that focus on a service delivery model of school-based substance abuse prevention and intervention for youth and their</li> </ul>

	<p>families.</p> <ul style="list-style-type: none"> <li>• Engagement of community partners and stakeholders to resource and implement comprehensive substance abuse prevention and treatment programs targeted to youth in schools and non-traditional academic settings</li> <li>• Advocacy that engages community partners, community leaders and all levels of government to address youth substance abuse</li> <li>• Research that identifies gaps, best practices and evaluation related to school based substance abuse models</li> <li>• <i>N.B. United Way East Ontario does not provide Community Funding for capital investments or for rent supplements / allowances / or subsidies.</i></li> </ul>
TARGET POPULATIONS	<p><b>Mental Health &amp; Addictions Supports</b>  Individuals and families dealing with mental health issues with an emphasis placed on those facing additional barriers such as low income, multicultural, youth, Francophone, Indigenous people, rural and GLBTTQ2S.</p> <p><b>School-based Youth Substance Abuse Intervention</b>  Youth, aged 12 to 25, who are engaged in problematic substance use and are enrolled in mainstream or non-mainstream academic settings in Ottawa's secondary school system and their families.</p>

<sup>1</sup>**Addictions** Refers to all manner of addictive behavior including but not limited to dependency on substance use, gambling, gaming, etc. It should be noted that United Way East Ontario may place more emphasis on one or more types in its calls for proposals.

<sup>2</sup>**Mental health and addictions supports** Refers to investment in community-based supports targeted at those faced with challenges of low to moderate episodic severity. This may include people with 'severe but manageable' conditions that need occasional support. Community-based programs and services are accessible in the communities where people live, are non-institutional in nature and include supports for people with undiagnosed mental illness.

<sup>3</sup>**A more integrated community response** Refers to the coordination and integration of various elements of the community-based mental health and addictions programs and related policies with respect to themselves as well as with the broader health and social services sectors. Supporting a more integrated community response is primarily aimed at ensuring that people experiencing more severe and/or chronic mental health challenges are linked to the appropriate ongoing supports. See the below definition of "a more integrated community response".

## SUCCESSFUL AGING

<b>Priority Goal</b>	<b>TO IMPROVE THE WELL-BEING OF SENIORS BY REDUCING THE FACTORS THAT LEAD TO ISOLATION AND VULNERABILITY WHILE RESPECTING THEIR INDEPENDENCE.</b>
<b>Addressing systemic change</b>	<p>Every level of government is considering the changing demographics of the Canadian population and the implications of the dramatic growth in the number of seniors. It will be imperative that, as we prepare for the role that vulnerability will play for a rapidly aging population, we will need all levels of government, funders and service delivery partners to work together to address the issue</p> <p>United Way East Ontario “A Profile of Vulnerable Seniors in the Ottawa Region” report recommends that to address the needs of our community we need:</p> <ul style="list-style-type: none"> <li>- more research to understand and develop supports for vulnerable seniors,</li> <li>- a comprehensive way to identify those seniors most in need in our community,</li> <li>- a community-wide common framework to support community planning, and</li> <li>- all stakeholders to work together to better understand and build an integrated response to address the challenges faced by caregivers in our region.</li> </ul>
<b>Funding categories and examples</b>	<p><b>Programs/Activities:</b> Invest in programs, projects and initiatives aimed at reducing isolation and vulnerability of seniors while supporting their independence, for example:</p> <ul style="list-style-type: none"> <li>- Outreach programs to help seniors be less isolated and more engaged,</li> <li>- Programs that support social engagement and physical activity,</li> <li>- Caregiver support programs and initiatives,</li> <li>- Social enterprises<sup>1</sup> that address seniors’ poverty or isolation, and</li> <li>- Culturally appropriate programming.</li> </ul> <p><b>Convening:</b></p> <ul style="list-style-type: none"> <li>- Bring together key community stakeholders to: share knowledge and best practices; coordinate resources: reduce duplication; to address gaps; and encourage collaboration.</li> </ul> <p><b>Advocacy:</b></p> <ul style="list-style-type: none"> <li>- In partnership with seniors, advocate for effective policies and strategies that reduce factors leading to vulnerability and isolation and promote seniors’ well-being.</li> </ul> <p><b>Research and Evolution</b></p>

	<ul style="list-style-type: none"> <li>- Use research and data to support and guide our investment and promote community approaches to supporting seniors and caregivers.</li> </ul>
<b>TARGET POPULATION</b>	<p>Seniors who face one or more barriers to fully participate and age well in their communities. The barriers are often multiple and interacting, and can include a combination of physical, psychological, social or economic factors. Some senior populations experience increased risks for vulnerability due to inequitable access to community services and continuity of care.</p> <p>These populations include, but are not limited to, seniors with disabilities, rural, francophones, newcomers, Indigenous and LGBTQ+ seniors.</p>

<sup>1</sup> Note: For social enterprises, employment is required to: adhere to Ontario Labour Standards, i.e. minimum wage or greater, health and safety standards, etc.; ensure dignity of choice; and foster an inclusive workplace and/or community.



## STRONG NEIGHBOURHOODS

PRIORITY GOAL	TO BUILD HEALTHY AND VIBRANT COMMUNITIES BY INCREASING EQUITY SOCIAL COHESION, AND INCLUSION.
Addressing systemic change	<p>Neighbourhoods are the foundation of community development, and engagement of residents is critical to their sustained improvement. However, many of the issues affecting neighbourhoods lay outside the control of the geographic area. A city level strategy is critical to addressing changes to systems and policies that affect the lives of residents.</p> <p>Effective neighbourhood strategies can reduce the negative impact of vulnerable neighbourhoods through a three pronged approach:</p> <ul style="list-style-type: none"> <li>• Concretely improving the neighbourhood conditions</li> <li>• Mitigating the negative effects of poor conditions, and</li> <li>• Increasing meaningful social capital and resident leadership.</li> </ul>
Funding categories and examples	<p><b>Programs/Activities</b></p> <ul style="list-style-type: none"> <li>- Programs, projects, social enterprises and activities that support community engagement and resident capacity-building with an aim to:</li> <li>- Increase sense of belonging, social cohesion and address social/economic exclusion</li> <li>- Foster supportive networks</li> <li>- Build trust across diverse communities and service sectors</li> <li>- Support Social enterprise programs for creating economic opportunities for low income residents</li> </ul> <p><b>Convening:</b></p> <ul style="list-style-type: none"> <li>- Continue to build on the COLLECTIVE IMPACT approach to engage stakeholders from across governments and organizations to work on a common agenda, coordinate resources, data and communications through a backbone, reduce duplication and address gaps through a community of practice.</li> </ul> <p><b>Advocacy:</b></p> <ul style="list-style-type: none"> <li>- United Way to work closely with other partners, CDF Steering Table and stakeholder to facilitate and support the actualising a city-wide strategy and complimentary funding.</li> </ul> <p><b>Research and Evolution</b></p> <ul style="list-style-type: none"> <li>- Provide a broad quantitative assessment of neighbourhood wellbeing, measuring broad inequity across neighbourhoods</li> <li>- Study the factors affecting social cohesion, equity and inclusion within priority local communities (place-based) and how this might be strengthen</li> <li>- Support evidence based and shared measurement/and or evaluation</li> </ul>

	<b><i>Note: For social enterprises, employment is required to: adhere to Ontario Labour Standards i.e. minimum wage or greater, health and safety standards, etc.; ensure dignity of choice; and foster an inclusive workplace and/or community.</i></b>
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<sup>1</sup> Currently, priority neighbourhoods are identified by lead coordinating agencies (agencies interested in implementing strong neighbourhoods approach) in consultation with community members, stakeholders and service providers in light of their experience as well as available data; the Ottawa Neighbourhood Study and other related sources of fact-based information.

# ALL THAT KIDS CAN BE PRIORITY GOALS

## CRITICAL HOURS

<b>Investment Strategies</b>	Engaged and Active Children and Youth
<b>Addressing Systemic Change</b>	The links between school success and healthy participation in activities outside of school hours are clear. Research has demonstrated that the more access a child or youth has to positive activities during these “critical hours” outside of school hours, the higher their chance of success in school and life.
<b>Funding Categories</b>	<p>Focus investment on evidence informed programs and services that demonstrate impact, including:</p> <ul style="list-style-type: none"> <li>• Social recreation,</li> <li>• Mentorship,</li> <li>• Leadership development,</li> <li>• Extended learning opportunities to build life skills and competencies</li> </ul> <p>And that meet the following criteria:</p> <ul style="list-style-type: none"> <li>• Safe and supportive environment</li> <li>• Opportunity to develop relationships</li> <li>• Skill development</li> </ul>
<b>Research and Evaluation</b>	Continue to invest in the Ottawa Child and Youth Initiative in the continued development of frameworks and shared measurement based upon the Ottawa Child and Youth Initiative “Charting Outcomes” indicators.
<b>Convening</b>	Continue to support the Ottawa Child and Youth Initiative in convening multi-sectoral stakeholders to coordinate resources and to enhance overall effectiveness
<b>Advocacy</b>	Continue to support the Ottawa Child and Youth Initiative in advocating for the adoption of promising practices and common evaluation tools and to increase the community’s understanding of the importance impact Critical Hours programming has on children and youth.
<b>Target Populations</b>	Priority populations include low-income, multicultural, Francophone, Indigenous, rural, those with disabilities and the LGBTQ+ communities. Target age is 6-18

## SCHOOL READINESS

<b>Investment Strategies</b>	Healthy and Resilient Children Ready to Learn
<b>Addressing Systemic Change</b>	Living in safe and caring environments, having basic needs met, providing opportunities to develop competencies, and having stable and nurturing relationships are the significant pre-conditions to healthy physical, emotional, cognitive, and social growth in children.
<b>Funding Categories</b>	<p>Focus investment on programs that are evidence informed and demonstrate impact and where Parent/Primary Caregiver engagement is a key component</p> <p>Support for vulnerable parents</p> <p>Programs that increase parental/caregiver awareness of, and improved infant and child development in, the following areas:</p> <ul style="list-style-type: none"> <li>• Physical health and well-being,</li> <li>• Social Competence,</li> <li>• Emotional Maturity,</li> <li>• Language and Cognitive development,</li> <li>• Communication skills and general knowledge</li> </ul> <p>Skill development for children through play and parental interaction</p>
<b>Research and Evaluation</b>	Continue to invest in the Ottawa Child and Youth Initiative for the continued development of frameworks and shared measurement based upon the Ottawa Child and Youth Initiative “Charting Outcomes” indicators.
<b>Convening</b>	Continue to support the Ottawa Child and Youth Initiative in convening multi-sectoral stakeholders to coordinate resources and to enhance overall effectiveness
<b>Advocacy</b>	Continue to support the Ottawa Child and Youth Initiative in advocating for the adoption of promising practices and common evaluation tools and to increase the community’s understanding of the importance of early childhood development
<b>Target Populations</b>	Priority populations include vulnerable low-income, multicultural, Francophone, Aboriginal, rural, those with disabilities and the LGBTQ communities. (target age: pre-natal – four)

## YOUTH HOMELESSNESS

*United Way East Ontario is currently consulting with its partners who are working in the youth homelessness sector in order to ensure that our priority goal description is up-to-date, and reflective of the work that we are doing together on this issue.*

*While we do not expect this consultation to significantly change the work we are supporting in Youth Homelessness, United Way will advise the community of any substantive changes that might be made, and provide opportunities to revise proposals and/or funding agreements that might be affected.*

Investment Strategies	DECREASE YOUTH HOMELESSNESS IN OTTAWA
ADDRESSING SYSTEMIC CHANGE	<p>A coordinated, integrated and youth-appropriate response is necessary to address youth homelessness in Ottawa.</p> <p>The two key components of United Way's Priority Goal are:</p> <ul style="list-style-type: none"> <li>Increasing client supports to ensure youth have a healthy transition to adulthood (supports could include, but are not limited to, those related to employment, school success, mental health counseling, and life-skills development).</li> <li>Advocating for and supporting the continuum of housing options that are youth-appropriate</li> </ul>
FUNDING CATEGORIES AND EXAMPLES	<ul style="list-style-type: none"> <li>Programs and initiatives that will prevent or reduce homelessness for at risk youth through early intervention, long-term supports and/or services.</li> <li>Programs, services or social enterprises that lead to employment for homeless youth.</li> <li>Programs and services that support reconnection with families, where appropriate.</li> <li>Programs and Services using youth-appropriate Housing First approaches; when transitional housing<sup>2</sup> services are offered, evidence must be included to demonstrate that they are aimed at realizing permanent and stable housing<sup>1</sup>.</li> <li>Collective impact initiatives and activities that support system changes to homelessness policies as they relate to a youth-appropriate Housing First approach. Promote public awareness / advocacy on the effectiveness of a Housing First approach to youth homelessness.</li> </ul> <p><i>Note: United Way East Ontario does not provide Community Funding for capital investments or for rent supplements / allowances / or subsidies.</i></p> <p><i>Note: For programs, services and social enterprises that lead to employment for homeless youth, employment is required to: adhere to Ontario Labour Standards i.e. minimum wage or greater, health and safety standards, etc.; ensure dignity of choice; and foster an inclusive workplace and/or community.</i></p>
TARGET POPULATIONS	<p>Youth aged 16 to 25 who are homeless or at risk of homelessness. It is recognized that, for certain youth and populations of youth (such as those who are developmentally delayed), this age range may be higher.</p> <p>Particular consideration will be given to proposals targeting youth from the following communities who often face additional barriers to appropriate supports: Indigenous, multicultural, rural and GLBTQ2S.</p>

<sup>1</sup> **Permanent housing** Refers to housing that does not come with any limitations or requirements, i.e. a maximum length of stay, a maximum age, a requirement to enroll in a program or to receive a service, etc. Any transitional housing contributing to this goal must have the goal of its clients moving into permanent housing. This definition would be subject to additions or changes as determined by an eventual Housing First for youth framework developed with the community. All housing referred to must be affordable to the tenant.

<sup>2</sup> **Transitional Housing** is a time-limited supportive or supported housing where people at risk of homelessness prepare for permanent housing.

## POVERTY TO POSSIBILITIES – PRIORITY GOALS

### EMPLOYMENT FOR NEWCOMERS

<b>Investment Strategies</b>	<b>Improve employment and labour market outcomes for newcomers</b>
<b>Addressing systemic change</b>	<p>Access to employment opportunities is a vital building–block for full participation in society.</p> <p>Employers need access to best practices about how to adapt their workplaces to better enable the recruitment, placement and retention of immigrants in their workplaces and a better understanding of cross cultural competencies to make their workplaces more inclusive.</p> <p>This overlooked talent pool is a tremendous economic advantage for this region. In the “war for talent,” diversity can be a competitive edge for local employers who can effectively recruit from this rich talent pool of skilled labour.</p>
<b>Funding categories and examples</b>	<p><b>Programs and Projects</b> that lead to employment and improved labour market outcomes, including investments in:</p> <ul style="list-style-type: none"> <li>- Employment related social enterprises</li> <li>- School to work transition for youth</li> <li>- Job finding and retention (including workplace support)</li> <li>- Career mentorship, counseling and coaching</li> </ul> <p>Criteria: Programs, projects and social enterprises that:</p> <ul style="list-style-type: none"> <li>- Lead to employment that adheres to Ontario Labour Standards i.e. minimum wage or greater, health and safety standards, etc.</li> <li>- Increase participants opportunities to succeed in Ottawa’s labour market</li> <li>- Ensures dignity of choice, and fosters an inclusive workplace and/or community</li> </ul> <p><b>Research</b> into best practices, tools and promising approaches to improve labour market outcomes and to develop employer case studies on the benefits of creating inclusive workplaces.</p> <p><b>Convene</b> diverse stakeholders to better coordinate resources and enhance collaboration for a greater impact.</p> <p><b>Advocate</b> for strategies and policies which would improve economic integration for newcomers.</p>
<b>Target populations</b>	Newcomers (including immigrants, refugees and new Canadians) aged 15 and over who are experiencing barriers to attaining and retaining employment suitable to their skills, education and experience.

## EMPLOYMENT FOR PEOPLE WITH DISABILITIES

<b>Investment Strategies</b>	<b>Improve employment and labour market outcomes for people with disabilities</b>
<b>Addressing systemic change</b>	<p>Access to employment opportunities is a vital building–block for full participation in society.</p> <p>Studies show that employees with disabilities are often more productive, dependable and loyal to an organization and that staff retention is 72% higher than their co-workers without disabilities.</p> <p>By providing employment opportunities to people with disabilities, not only are we giving them a pathway out of poverty, we are helping employers access a virtually untapped talent pool to increase their likelihood of getting the right person for the job and will have a positive impact on Ottawa’s economic environment.</p>
<b>Funding categories and examples</b>	<p><b>Programs and projects</b> that lead to employment and improved labour market outcomes, including investments in:</p> <ul style="list-style-type: none"> <li>- Employment related social enterprises</li> <li>- School to work transition for youth</li> <li>- Job finding and retention (including workplace support)</li> <li>- Career mentorship</li> </ul> <p>Criteria: Programs, projects and social enterprises that:</p> <ul style="list-style-type: none"> <li>- Lead to employment that adheres to Ontario Labour Standards i.e. minimum wage or greater, health and safety standards, etc.</li> <li>- Increase participants opportunities to succeed in Ottawa’s labour market</li> <li>- Ensures dignity of choice, and fosters an inclusive workplace and/or community</li> </ul> <p><b>Research</b> into best practices, tools and promising approaches to improve labour market outcomes and to develop employer case studies on the benefits of creating an inclusive workplace.</p> <p><b>Convene</b> diverse stakeholders to better coordinate resources and enhance collaboration for a greater impact.</p> <p><b>Advocate</b> for strategies and policies which would improve economic conditions through an inclusive workplace.</p>
<b>Target populations</b>	Individuals aged 15 and over with sensory, physical, intellectual, developmental, learning, and/or mental health issues who are experiencing barriers to attaining and retaining employment suitable to their skills and experience level.

# APPENDIX II - INDICATORS

## AGENCY CAPACITY BUILDING

PG	Type	Indicator Description	Unit of Measure	Definition	Method	Common / Standard
Agency Capacity Building	Outcome	Increased ability to lead research in support of priority goals	Number	Studies with practical and actionable recommendations in support of United Way priority goals completed and accessible ( <i>Agency to cite study name/purpose</i> ).	Study must be accessible to those who can use the information and useful/functioning to be considered complete.	Common
Agency Capacity Building	Outcome	Internal Operations & Management Capacity is improved	Agency's choice	Improved Internal Operations and Management Capacity (HR, finance, project management, governance, infra-structure). ( <i>Agency to cite which type of capacity is to be improved and how.</i> )	Agency to describe how they will quantify the improved capacity.	Common
Agency Capacity Building	Outcome	One or more collective impact pillars has advanced or improved	Agency's choice	One or more collective impact pillars (mutually reinforcing activities, continuous communication, backbone support, shared measurement, common agenda) has advanced or improved as a result of capacity building supports	Agency to describe how they will quantify the advancement/improvement	Common
Agency Capacity Building	Outcome	Supported agencies are able to leverage additional resources (cash) to support priority goals	Percent	Refers to the year to year change in financial resources	Current year revenue divided by previous year revenue	Common
Agency Capacity Building	Outcome	Supported programs increase beneficiaries served as a result of capacity building	Percent	Programs who receive capacity building support through the funded program are able to increase beneficiaries served as a result of the increased capacity.	Collect beneficiary data from programs at start and following intervention ( <i>agency to determine appropriate follow up timeframe</i> ). Calculation: Total beneficiaries at follow up/Total beneficiaries at start = % increase	Common
Agency Capacity Building	Output	Board Member Training participants	Number	Board member participants in training provided by Agency ( <i>Agency to further define the specific knowledge or skill focus area</i> )	Count of Board member participants in training provided by Agency	Standard
Agency Capacity Building	Outcome	Common priority issues addressed	Number	Ability to address priority issues is improved as a result of organizational or coalition capacity building. The issues must have been 1) formally identified and 2) work/progress documented and 3) primary goal related to issue must have been achieved. ( <i>Agency to cite priority issues/goal when setting target</i> )	Count of issues where all the criteria outlined in the indicator definition are met.	Standard
Agency Capacity Building	Outcome	Improved financial sustainability	Percent	Program or Coalition has secured stable long term funding, has increased revenue generation, diversified funding sources etc... comparison of financial sustainability year over year.	Dollar value of the specific revenue streams to the program or coalition that meet the criteria outlined in the definition of this indicator divided by the dollar value of the specific revenue streams to the program or coalition that meet the criteria outlined in the definition of this indicator from the previous year.	Standard



Agency Capacity Building	Outcome	Programs Improved (internal evaluation)	Percent	Capacity of the supported program (s) is enhanced. Improvements in procedures, policies, methodologies, use of resources, responsiveness/ effectiveness, services provided etc... Improvements are measured through the supported program self assessing. <i>(Agency to cite specific capacities being enhanced)</i>	Administer pre-service and post-support survey to Program senior management requesting self assessment using a 6 point Likert scale on agency capacities targeted for improvement. Calculation: Number of measured capacities demonstrating at least a 1/6 scale improvement divided by number of capacities measured on both pre- and post-service surveys.	Standard
Agency Capacity Building	Outcome	Programs improved (Outcomes)	Percent	Capacity of the supported program (s) is enhanced. Improvements in procedures, policies, methodologies, use of resources, responsiveness/ effectiveness, services provided etc... Improvements are felt through improved result outcomes of the supported program. <i>(Agency to cite specific outcomes being improved)</i>	Administer pre-service and post-support survey to Program senior management requesting results on 3-5 measured key outcomes. Calculation: Average percent improvement of the 3-5 key indicators between the pre-and post support survey.	Standard
Agency Capacity Building	Outcome	Progress on developing shared measurement systems and effective cross-sector coordination	Number	Sector or community-wide research measurement/ analysis tools developed and made accessible. Includes databases, indices, profiles, analysis, measurement systems etc... <i>(Agency to further specify the measurement/ analysis tool developed and its accessibility.)</i>	Tool must be accessible to those who can use the information and useful/functioning to be considered complete.	Standard
Agency Capacity Building	Output	Staff skill development opportunities	Percent	Staff offered skill development opportunities as a percentage of the overall staff count	Number staff offered skill development opportunities in the year divided by all staff	Standard
Agency Capacity Building	Outcome	Studies with practical and actionable recommendations for Collective Impact Initiatives completed and accessible	Number	Studies or research reports with practical and actionable recommendations for Collective Impact Initiatives completed and shared in a public forum. <i>(Agency to cite study name/purpose).</i>	Study must be accessible to those who can use the information and useful/functioning to be considered complete.	Standard
Agency Capacity Building	Outcome	Supported agencies are able to leverage additional resources (in-kind) to support priority goals	Number	Refers to the year to year change in in-kind resources	Current year in-kind value	Standard
Agency Capacity Building	Outcome	Supported Networks, partners or coalition members increase beneficiaries served as a result of capacity building	Percent	Networks, partners or coalition members who receive capacity building support through the funded program are able to increase beneficiaries served as a result of the increased capacity.	Collect beneficiary data from partners at start and following intervention <i>(agency to determine appropriate follow up timeframe)</i> . Calculation: Total beneficiaries at follow up/Total beneficiaries at start = % increase	Standard
Agency Capacity Building	Outcome	The efficiency, resiliency and effectiveness of the network, partnership or coalition is enhanced.	Percent	Perception of the efficiency, resiliency and effectiveness by the network, partnership or coalition members before and after	A survey is given pre-intervention, and a second survey is given following the capacity building work <i>(agency to determine appropriate timeframe)</i> . Calculation: the number of members' responding positively to all three questions evaluating the result of the support by the agency. One question each to evaluate efficiency, resiliency, and effectiveness of the project/coalition. This number is divided by the number surveyed	Standard

## CRITICAL HOURS

PG	Type	Indicator Description	Unit of Measure	Definition	Method	Common / Standard
Critical Hours	Outcome	Children develop soft skills	Percent	Soft skills: the essential personal and social skills people need to be able to perform most jobs. E.g. leadership, critical thinking, problem solving, teamwork, conflict resolution, time management, personal presentation, communication, positive attitude, self-confidence etc...		Common
Critical Hours	Outcome	Children have improved emotional well-being	Percent	Children and/or youth supported by the program report or demonstrate improved emotional well-being including self-esteem, confidence, social belonging and/or motivation	A survey or observation taken of supported participants. A count is kept of all participants who either report or demonstrate improved emotional well-being. This number is divided by all participants surveyed or observed.	Common
Critical Hours	Outcome	Increase in children practicing prosocial behaviors	Number	Increase in children practicing prosocial behaviors. <i>Agency to provide examples of types of behaviors practiced.</i>	Interview, focus group or survey of parents, children, staff and/or instructors. <i>Agency to indicate selected method.</i>	Common
Critical Hours	Outcome	Participants served who eat healthier, increase their physical activity, and/or move towards a healthy weight	Percent	Eat healthier: e.g. more fruits/vegetables and legumes, nuts, whole grains, less sugar Physical activity: aerobic, muscle or bone strengthening activities. Healthy weight: Body mass index is the most common measure of healthy weight		Common
Critical Hours	Outcome	youth who transition from middle to high school on time	Percent	students served who matriculate on time, from middle to high school (typically from 8th to 9th grade), at the conclusion of their final expected year of middle school.		Common
Critical Hours	Output	Child and Youth development staff trained to provide quality programs, services	Number	staff trained to improve the quality of programs and services delivered		Standard

Critical Hours	Outcome	Children have improved attitude towards school	Percent	Children and/or youth supported by the program report or demonstrate improved attitude toward school/ school work.	A survey or observation taken of supported participants. A count is kept of all participants who either report or demonstrate improved attitude toward school/ school work. This number is divided by all participants surveyed or observed.	Standard
Critical Hours	Outcome	Elementary/middle/high school youth served who maintain satisfactory or improve school attendance	Percent	To have satisfactory attendance a student can miss no more than 18 school days in one school year (Ontario Ministry of Education)		Standard
Critical Hours	Output	Individuals served participating in physical activity and/or healthy food access/nutrition programs	Number	Program examples: those that promote the benefits of an active lifestyle and encourage participation in regular physical activity as a means of improving health, preventing disease, and enhancing the overall quality of life. Also nutrition education, food distribution programs, child nutrition programs etc...	Activity or program participant list and report	Standard
Critical Hours	Outcome	Middle/high school youth served who earn passing grades in core subject areas	Percent	students who earn passing grades in core subject areas e.g. English or French language arts (depending on English or French board) math, science, and social studies.	E.g. Each middle/high school student's credits are tracked and averaged (e.g. total credits/ total students)	Standard
Critical Hours	Output	Participants completing their homework	Percent	Children and/or youth supported by the program completing their homework each day	Yearly average of the number of students who complete their homework each day as a result of program support divided by enrolled participants	Standard
Critical Hours	Outcome	Youth (ages 15-24) served who gain employment	Number	number of youth ages 15 to 24 who gain employment because of services provided		Standard
Critical Hours	Outcome	Youth served who graduate high school on time	Percent	Youth receiving supports who graduate		Standard
Critical Hours	Output	Youth served who receive job skills training	Number	Job skills training activities may include one or more of the following: interest and skills assessment, testing and counseling, soft and technical skill development and training, job search		Standard

				assistance, apprenticeships, and internships.		
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## CRISIS SUPPORTS

PG	Type	Indicator Description	Unit of Measure	Definition	Method	Common / Standard
Crisis Supports	Outcome	Client distress is reduced	Percent	Clients indicating decreased levels of distress	# of clients demonstrating decrease in experienced distress/ # clients assessed for distress reduction	Common
Crisis Supports	Outcome	Clients achieve counselling goals	Percent	Counsellor and client conduct a progress review at termination comparing to initial assessment	# of clients achieving one or more goals / # of counselling clients assessed for goal attainment.	Common
Crisis Supports	Outcome	Clients achieve counselling goals	Percent	Counsellor and client conduct a progress review at termination comparing to initial assessment	# of clients achieving one or more goals / # of counselling clients assessed for goal attainment.	Common
Crisis Supports	Outcome	Clients with improved mental health outcomes	Percent	Outcomes could include improved resilience, ability to cope, reduced anxiety, improved life satisfaction, fewer symptoms of depression, improved self-esteem etc...	# of clients with one or more improved mental health outcomes reported or observed / # of clients assessed for improvement	Common
Crisis Supports	Outcome	Clients with increased positive coping strategies	Percent	Clients who demonstrate or report positive coping strategies such as: positive self-talk, more sleep, more exercise, talking to trustworthy people, relaxation techniques, healthy eating, positive attitude etc...	# of clients demonstrating or reporting positive coping strategies / # of clients assessed for coping strategies	Common
Crisis Supports	Output	Calls to crisis line	Number	Number of calls to crisis line that were answered	Count of all crisis calls that were answered	Standard
Crisis Supports	Output	Clients attending counselling sessions	Number	Clients registered with Agency, attending regular group or individual counselling sessions.	# of clients regularly attending counseling sessions	Standard

Crisis Supports	Output	Hours of counselling sessions provided to clients	Number	Total Hours of counselling provided to clients in the year (group or individual or both)	# of total hours of counseling provided. For group sessions multiply each attendee by length of sessions attended ( in hours) to get total hours.	Standard
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## EMPLOYMENT FOR NEWCOMERS

PG	Type	Indicator Description	Unit of Measure	Definition	Method	Common / Standard
Employment for Newcomers	Outcome	Clients enrolling in time limited education or training	Percent	Newcomer clients enrolling in time limited (e.g. set end date) formal education, training related to employment to gain job skills	count of clients enrolling in education or employment training divided by all clients in the year	Common
Employment for Newcomers	Outcome	Clients obtaining employment	Number	Newcomer clients obtaining employment that adheres to labour market standards as a result of program participation (part-time or full-time). Positions within an agency's own social enterprise excluded.	count of clients obtaining employment each year divided by all clients in the year	Common
Employment for Newcomers	Outcome	Clients obtaining employment (social enterprise)	Percent	Newcomer clients obtaining employment that adheres to labour market standards within the agency's social enterprise as a result of program participation. (part-time or full-time)	count of clients obtaining employment each year divided by all clients in the year	Common
Employment for Newcomers	Output	Clients receiving supports to obtain or retain employment	Number	Refers to the number of newcomer clients receiving counselling or other supports (employment profiles, orientation sessions, employment plans, CV support, mentoring, coaching, training) to gain or retain employment. <i>(Agency to specify types of supports offered)</i>	Simple count of unique clients receiving supports. If a client receives more than one type of support, he is only counted once.	Common

Employment for Newcomers	Outcome	Client job retention (6-12 months)	Percent	Newcomer clients who obtain and keep paid employment for six to twelve months	Newcomer clients who obtain and keep paid employment for six to twelve months divided by all clients who obtained employment through support by agency	Standard
Employment for Newcomers	Outcome	Clients gain upward mobility	Percent	Newcomer clients receive a promotion, wage increase, or additional hours (20% increase or more)	Number of newcomer clients who achieve one or more of the factors of upward mobility in the year divided by all clients in the year	Standard
Employment for Newcomers	Output	Customers of social enterprise or self-employment venture increase	Percent	Customers /Service users of social enterprise or self-employment venture employing newcomer clients increase year over year	Number of service/sales transactions from most recent year divided by number of transactions from previous year	Standard
Employment for Newcomers	Output	Inclusive workplaces cultivated	Number	Workplaces that have received training, supports, advise, capacity building activities, have staff trained to provide peer support to newcomer clients etc...	Count of workplaces that have received multiple types of capacity building supports with the aim of creating an inclusive workplace	Standard
Employment for Newcomers	Output	Increase in revenue of social enterprise or self- employment venture	Percent	Increase in revenue (year to year) of social enterprise or self-employment venture employing newcomer clients	Revenue from most recent year divided by revenue from previous year	Standard
Employment for Newcomers	Output	Job matches /placements developed for clients	Number	The number of employment matches offered to newcomer clients looking for work	Count of employment matches offered	Standard
Employment for Newcomers	Output	Participants at community presentations /networking events promoting the inclusion of newcomers in the workplace	Number	Participants at Community presentations/ networking events promoting the inclusion of newcomers in the workplace including raising awareness among employers of the business case for hiring newcomers. <i>(Agency to specify types of presentations/events)</i>	headcount or attendance sheets tallying participants at such events	Standard
Employment for Newcomers	Outcome	Research reports/ tools developed focused on improving labour market outcomes and to developing employer case studies on the benefits of creating an inclusive workplace.	Number	Research reports / tools with a focus on identifying ways to improve labour market outcomes and/or developing employer case studies on the benefits of creating an inclusive workplace. Must be completed	Study must be accessible to those who can use the information and useful /functioning to be considered complete.	Standard

				and shared in a public forum. (Agency to cite study name/purpose).		
Employment for Newcomers	Output	Stakeholders advocating for strategies and policies which would improve economic integration for newcomers.	Number	Stakeholders sharing or advocating for best practices, strategies and policies which would improve economic integration for newcomers. (Agency to describe stakeholders)	Count of stakeholder agencies participating	Standard
Employment for Newcomers	Output	Work hours of newcomer clients generated by Agency's social enterprise	Number	Refers to the total number of paid hours of work for newcomer clients created by the Agency's social enterprises during the year (excluding program staff)	Count of hours worked as per internal records	Standard

## MENTAL HEALTH AND ADDICTION

PG	Type	Indicator Description	Unit of Measure	Definition	Method	Common / Standard
Mental Health & Addictions	Outcome	Client distress is reduced	Percent	Difference in average client experienced distress as measured through self-reporting, represented through the percentage of clients indicating decreased levels of distress by at least one point on the scale. (Agency to describe the measurement tool used)	Administer pre-service and post-service questionnaires (with a 6-point Likert scale) to client. Calculation: # of clients demonstrating decrease in experienced distress (e.g. 1/6 reduction from pre-survey)/ # clients assessed for distress reduction	Common
Mental Health & Addictions	Outcome	Clients achieve counselling goals	Percent	Counsellor and client conduct a progress review at termination comparing to initial assessment	Calculation: # of clients achieving one or more goals divided by # of counselling clients assessed for goal attainment. (e.g. Intake goals logged at the beginning versus achieved ones logged at termination of the therapeutic process in the database.)	Common
Mental Health & Addictions	Output	Clients attending group counselling sessions	Number	Clients registered with Agency, attending regular (e.g. weekly, bi-weekly etc...) group (e.g. more than one person) counselling sessions. (Agencies can further specify	# of clients regularly attending counseling sessions	Standard

				<i>whether this is family, mixed group, couples etc... )</i>		
Mental Health & Addictions	Output	Clients attending individual counselling sessions	Number	Clients registered with Agency, attending regular (e.g. weekly, bi-weekly etc...) one-on-one counselling sessions. <i>(Agencies can further define clients as adults, youth etc...)</i>	# of clients regularly attending counseling sessions	Standard
Mental Health & Addictions	Outcome	Clients reduce substance use	Percent	Clients reduce substance and/ or alcohol use	Calculation: # of clients reducing substance/alcohol abuse divided by all clients who abuse substances or alcohol	Common
Mental Health & Addictions	Outcome	Clients served who avoid or reduce risky behaviours	Percent	The most commonly recognized risky behaviors among youth and adults include alcohol, drug, and tobacco use and unprotected sexual activity	# of individuals who reduced or avoided any of the aforementioned risky behaviors / # of individuals served by programs addressing any or all of these risky behaviors	Common
Mental Health & Addictions	Outcome	Clients with academic or employment success	Percent	Improved Attendance (hours), credits earned, completion of year, Graduation, employment, post-secondary enrollment etc..	# clients reporting or observed to have improved academic or employment outcomes / # of clients monitored for academic or employment outcomes	Standard
Mental Health & Addictions	Outcome	Clients with improved connections to family, friends and community	Percent	Clients experiencing better relations, less isolation, feeling better about relationships, stronger support network etc....	# clients reporting or observed to have improved connections / # of clients monitored for improved connections	Standard
Mental Health & Addictions	Outcome	Clients with improved mental health outcomes	Percent	Agency to list types of outcomes. Outcomes could include improved resilience, ability to cope, reduced anxiety, improved life satisfaction, fewer symptoms of depression, improved self-esteem etc...	# of clients with one or more improved mental health outcomes reported or observed / # of clients assessed for improvement	Common
Mental Health & Addictions	Outcome	Clients with reduced suicide ideation	Percent	Clients with reduced frequency/intensity of thinking about ending their life or dying by suicide	# of clients reporting reduced frequency of suicide ideation/ # of clients with presenting issue of suicide ideation.	Standard



Mental Health & Addictions	Outcome	Consistent Participation (previously referred to as Improved Client Engagement)	Percent	Pattern of attendance or contact	# of clients with improved attendance (showing up for appointments) or contacts or otherwise displaying improved engagement / # of clients assessed for enagement	Standard
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## EMPLOYMENT FOR PEOPLE WITH DISABILITIES

PG	Type	Indicator Description	Unit of Measure	Definition	Method	Common / Standard
Employment for People w/ Disabilities	Outcome	Clients enrolling in time limited education, or training	Percent	Clients with a disability enrolling in time limited (e.g. set end date) formal education, training related to employment to gain job skills	count of clients enrolling in education or employment training each year divided by all clients in the year	Common
Employment for People w/ Disabilities	Outcome	Clients obtaining employment	Number	Clients with a disability obtaining employment that adheres to labour market standards as a result of program participation (part-time or full-time). Positions within an agency's own social enterprise excluded.	count of clients obtaining employment each year divided by all clients in the year	Common
Employment for People w/ Disabilities	Outcome	Clients obtaining employment (social enterprise)	Percent	Clients with a disability obtaining employment that adheres to labour market standards within the agency's social enterprise as a result of program participation. (part-time or full-time)	count of clients obtaining employment each year divided by all clients in the year	Common

Employment for People w/ Disabilities	Output	Clients receiving supports to obtain or retain employment	Number	Refers to the number of clients with disabilities receiving counselling or other supports (employment profiles, orientation sessions, employment plans, CV support, coaching, training) to gain or retain employment. <i>(Agency to specify types of supports offered)</i>	Simple count of unique clients receiving supports. If a client receives more than one type of support, he is only counted once.	Common
Employment for People w/ Disabilities	Outcome	Client job retention (6-12 months)	Percent	Clients with disabilities who obtain and keep paid employment for six to twelve months	Clients with disabilities who obtain and keep paid employment for six to twelve months divided by all clients who obtained employment through support by agency	Standard
Employment for People w/ Disabilities	Outcome	Clients gain upward mobility	Percent	Clients with disabilities receive a promotion, wage increase, or additional hours (20% increase or more)	Number of clients with disabilities who achieve one or more of the factors of upward mobility in the year divided by all clients in the year	Standard
Employment for People w/ Disabilities	Output	Customers of social enterprise or self-employment venture increase	Percent	Customers /Service users of social enterprise or self-employment venture employing persons with disabilities increase year over year	Number of service/sales transactions from most recent year divided by number of transactions from previous year	Standard
Employment for People w/ Disabilities	Output	Inclusive workplaces cultivated	Number	Workplaces that have received training, supports, advice, capacity building activities, have staff trained to provide peer support to persons with disabilities etc...	Count of workplaces that have received multiple types of capacity building supports with the aim of creating an inclusive workplace	Standard
Employment for People w/ Disabilities	Output	Increase in revenue of social enterprise or self-employment venture	Percent	Increase in revenue (year to year) of social enterprise or self-employment venture employing persons with disabilities	Revenue from most recent year divided by revenue from previous year	Standard
Employment for People w/ Disabilities	Output	Job matches /placements developed for clients	Number	the number of employment matches offered to clients with a disability looking for work	Count of employment matches offered	Standard
Employment for People w/ Disabilities	Output	Participants at community presentations /networking events promoting workplace inclusion and accessibility	Number	Participants at Community presentations/ networking events promoting workplace inclusion and accessibility including raising awareness among employers of the business case for hiring people with disabilities. <i>(Agency to specify types of presentations/events)</i>	headcount or attendance sheets tallying participants at such events	Standard

Employment for People w/ Disabilities	Outcome	Research reports/ tools developed focused on improving labour market outcomes & to developing employer case studies on the benefits of creating an inclusive workplace.	Number	Research reports / tools with a focus on identifying ways to improve labour market outcomes and/or developing employer case studies on the benefits of creating an inclusive workplace. Must be completed and shared in a public forum. ( <i>Agency to cite study name/purpose</i> ).	Study must be accessible to those who can use the information and useful /functioning to be considered complete.	Standard
Employment for People w/ Disabilities	Output	Stakeholders sharing best practices in matching people w/ disabilities w/ appropriate employment /training	Number	Stakeholders sharing best practices in matching people with disabilities with appropriate employment or skills/readiness training ( <i>Agency to describe stakeholders</i> )	Count of stakeholder agencies participating	Standard
Employment for People w/ Disabilities	Output	Work hours of clients with a disability generated by Agency's social enterprise	Number	Refers to the total number of paid hours of work for clients with a disability created by the Agency's social enterprises during the year	Count of hours worked as per internal records	Standard

## SCHOOL READINESS

PG	Type	Indicator Description	Unit of Measure	Definition	Method	Common / Standard
School Readiness	Outcome	Children (0-5) served who achieve developmental milestones	Percent	Developmental milestones are behaviors or physical skills seen in infants and children as they grow and develop. Rolling over, crawling, walking, and talking, follows 2-step directions are all considered milestones. The milestones are different for each age range		Common
School Readiness	Outcome	Children served who are proficient on school readiness assessments by the end of their (Sr.) kindergarten year	Percent	This indicator refers to the percent children served that are proficient on readiness assessments (e.g. EDI).		Common

School Readiness	Outcome	Increased awareness of children's developmental needs and how to address them	Percent	Parental/ Caregiver awareness of their children's developmental, physical health and well-being needs and what practices are important to address those needs	A survey taken of trained participants. A count is kept of all participants who demonstrate improved awareness.	Common
School Readiness	Outcome	Parent-child relationships are improved	Percent	Parent-child relationships are improved (e.g. secure attachment, use of positive discipline, coping skills for stress and anger)	A survey or observation taken of supported participants. A count is kept of all participants who either report or demonstrate improved parent-child relationships. This number is divided by all participants surveyed or observed.	Common
School Readiness	Outcome	Parents/caregivers have increased confidence in parenting ability	Percent	Program participant parents or caregivers have increased confidence in parenting/ care giving ability	Parents surveyed indicate that their confidence level has increased as a result of program supports. Average number of parents with increased confidence is divided by all parents surveyed.	Common
School Readiness	Output	Children regularly participate in play and parental interaction	Number	Unique children participating regularly (at least 1 times per month) in group play with guided parental interaction	Count of unique children participating at least 1 times per month	Standard
School Readiness	Output	Early childhood staff trained to provide quality programs, services	Number	staff trained to improve the quality of programs and services delivered in the area of Childhood Success and school readiness		Standard
School Readiness	Output	Families, caregivers supported	Number	Families, caregivers served that are provided with information, resources, tools, trainings, and/or teaching skills	Count of unique families / caregivers that are served by the program	Standard

## STRONG NEIGHBOURHOODS

PG	Type	Indicator Description	Unit of Measure	Definition	Method	Common / Standard
Strong Neighbourhoods	Output	Activities/opportunities addressing priority issues	Number	Number of community activities or opportunities that address priority issues. <i>Agency to list activities/opportunities as well as the priority issues each addresses in the methodology</i>	Total count of all activities addressing priority issues. Each activity is counted once even if it addresses multiple issues.	Common
Strong Neighbourhoods	Outcome	Dollar value of Cash & In-kind contributions leveraged	Number	Value of cash /in-kind resources contributed towards neighbourhood priorities including events/initiatives using the Ottawa Neighbourhood Social Capital forum methodology (includes but not limited to value of human resources, space contributions, new funding, in-kind assets).	tally of value of resources contributed towards events/initiatives/neighbourhood priorities using the ONSCF methodology	Common
Strong Neighbourhoods	Outcome	Participants with increased meaningful connections	Percent	Participants who feel they or the community are better connected as a result of the project	Participants who respond positively to these survey questions divided by all those surveyed	Common
Strong Neighbourhoods	Output	Partnerships	Number	Partnerships developed to support priority neighbourhood initiatives ( <i>Agency to specify nature of partnerships (who/roles) in the methodology.</i> )	Count of formal or informal partnerships where roles have been clearly defined and activities are under way	Common
Strong Neighbourhoods	Output	Residents participating in project activities	Percent	Residents (unique - each individual counted once) in targeted neighbourhoods participating in project activities	Unique participants tracked through event or activity record divided by Ottawa Neighbourhood study neighbourhood population	Common
Strong Neighbourhoods	Outcome	Residents volunteering	Percent	Percent of unique residents who volunteer with project activities (e.g. communications, outreach, small projects e.g. community gardening, small/large events, workshops)	Unique volunteers tracked through event or activity record divided by population (from ONS). In method indicate if target is a subset of population (e.g. women, seniors, youth)	Common
Strong Neighbourhoods	Output	Volunteer Hours	Number	Number of hours of volunteer activities contributed	Count from internal records	Common
Strong Neighbourhoods	Outcome	(Research) Assessment of neighbourhood well being (equity index) completed	Complete	A broad quantitative assessment of neighbourhood well-being, measuring broad inequity across neighbourhoods is complete & shared w/ stakeholders	Report completed incorporating input received from key stakeholders in the sector and disseminated with stakeholders	Standard

Strong Neighbourhoods	Outcome	(Research) Study on strengthening social cohesion, equity and inclusion within priority communities completed	Complete	Study on the factors affecting social cohesion, equity and inclusion within priority local communities (place-based) which provides actionable recommendations on how this might be strengthened. Study is complete and shared with stakeholders	Study completed incorporating input received from key stakeholders in the sector and disseminated with stakeholders	Standard
Strong Neighbourhoods	Outcome	Community resources or assets developed related to neighbourhood priority issues	Number	New or expanded community resources or assets related to neighbourhood priority issues (e.g. playground equipment, expanded bus route, better lighting)	Record details of changes and when they happen.	Standard
Strong Neighbourhoods	Outcome	Initiatives developed as a result of resident engagement	Number	New initiatives that develop as a direct result of resident engagement	Record listing of initiatives	Standard
Strong Neighbourhoods	Outcome	Participants with increased ability to support community change due to training/capacity building	Percent	Participants in training or capacity building who report they will be better able to support positive community change as a result of participating in the training/capacity building	Participants respond positively to these survey questions, divided by the number surveyed	Standard
Strong Neighbourhoods	Outcome	Policies or programs promoted, enacted or modified	Number	Policy/program changes promoted or enacted or modified that increase opportunities for positive community connections, encourage inclusion and/or respond to neighbourhood priority issues.	Record details of changes, enactments and when they happen.	Standard
Strong Neighbourhoods	Outcome	Residents with increased access to social opportunities	Percent	Residents who report having increased access to social opportunities	Residents respond positively to these survey questions, divided by the number surveyed.	Standard
Strong Neighbourhoods	Outcome	Residents feel safer	Percent	Residents participating who report the project has improved safety	Residents respond positively to these survey questions, divided by the number surveyed	Standard
Strong Neighbourhoods	Outcome	Residents helped in a meaningful way	Percent	Residents participating who report the project helped them in a way that was meaningful to them. Residents indicate what was meaningful (i.e. the issue or the type of help)	Residents respond positively to these survey questions, divided by the number surveyed.	Standard
Strong Neighbourhoods	Outcome	Residents with increased ability to access services/resources	Percent	Residents participating who report the project has increased their ability to access services and resources	Residents respond positively to these survey questions, divided by the number surveyed.	Standard
Strong Neighbourhoods	Outcome	Residents with increased access to healthy food	Percent	Residents in food based activities who report having increased access to healthy food	Residents respond positively to these survey questions, divided by the number surveyed.	Standard

Strong Neighbourhoods	Outcome	Residents with increased sense of belonging	Percent	Residents participating who report the project has increased their sense of belonging	Residents respond positively to these survey questions, divided by the number surveyed	Standard
Strong Neighbourhoods	Outcome	Residents with increased supports for health and well-being	Percent	Residents in food based activities who report having increased access to supports for their health and well-being	Residents respond positively to these survey questions, divided by the number surveyed.	Standard

## SUCCESSFUL AGING

PG	Type	Indicator Description	Unit of Measure	Definition	Method	Common / Standard
Successful Aging	Outcome	Caregivers report reduced feelings of isolation/stress	Percent	Caregivers report that their stress/isolation level has reduced by one level on the Likert Scale as a result of respite support. Data collection: survey of a representative sample of clients	Administer pre-service and mid-service (and/or post-service) questionnaires (with a 6-point Likert scale) to client. Calculation: clients demonstrating at least a 1/6 scale improvement divided by clients completing both pre-and mid/post-service surveys.	Common
Successful Aging	Outcome	Client ability to live independently is improved	Percent	Clients report that agency provided services improved their ability to live independently by at least one point on a Likert scale ( <i>a predetermined index set by the agency</i> )	Administer pre-service and mid-service (and/or post-service) questionnaires (with a 6-point Likert scale) to client. Calculation: clients demonstrating at least a 1/6 scale improvement divided by clients completing both pre-and mid/post-service surveys.	Common
Successful Aging	Outcome	Client awareness of community, social and health resources is improved	Percent	As a result of being coached or attending presentations, clients report increased knowledge of senior support services and community, social, and health resources.	Administer pre-service and mid-service (and/or post-service) questionnaires to client. Calculation: average number of services/resources spontaneously named by participants initially/ average number of services/ resources spontaneously named mid/post-participation. An average of all clients' improvement percentages would be the result.	Common
Successful Aging	Outcome	Clients report improved feelings of well-being	Percent	Overall physical, health, mental, social and emotional well-being of senior participants improves by self-report.	Administer pre-service and mid-service (and/or post-service) questionnaires (with a 6-point Likert scale) to client. Calculation: clients demonstrating at least a 1/6 scale improvement divided by clients completing both pre-and mid/post-service surveys.	Common
Successful Aging	Outcome	Clients report reduced feelings of isolation /loneliness	Percent	Clients show improved results based on average responses to a series of questions designed to elicit feelings about loneliness/isolation.	Administer pre-service and mid-service (and/or post-service) questionnaires (with a 6-point Likert scale) to client. Calculation: clients demonstrating at least a 1/6 scale improvement divided by clients completing both pre-and mid/post-service surveys.	Common



Successful Aging	Output	Clients attending Social, recreation, fitness and/or networking activities	Number	Number of clients attending social, recreation, and networking activities. <i>(Agency can further specify type of clients e.g. French speaking, immigrant, etc...)</i>	Count of clients with social, recreation, and networking activities from internal records. Each client is counted maximum once per year	Standard
Successful Aging	Output	Clients participating in outreach programs from their homes	Number	Number of clients participating in outreach/services that are provided in their home either in person or using technology	Number of clients provided with outreach/services in their homes from internal records. Each individual is counted no more than once per year	Standard
Successful Aging	Output	Clients provided with caregiver respite support	Number	Number of clients provided with caregiver respite support	Number of clients from internal records. Each client is counted maximum once per year	Standard
Successful Aging	Outcome	Participants remain living in the home of their choice	Percent	Gaining access to quality services/ awareness of other support systems help clients maintain independence and age in place	Established by a follow up of all clients to determine their living situation after one year (or a sample of clients - minimum 30). Clients remaining in their homes / divided by all clients served (or total sample).	Standard
Successful Aging	Output	Unique Clients provided with transportation	Number	Number of clients provided with transportation at least one time throughout the year for shopping, dr. visits etc... <i>(Agency can further specify type of clients e.g. French speaking, immigrant, intellectual disabilities etc...)</i>	Number of clients provided with transportation from internal records. Each individual is counted no more than once per year.	Standard

## YOUTH HOMELESSNESS

PG	Type	Indicator Description	Unit of Measure	Definition	Method	Common / Standard
Youth Homelessness	Output	Agency has capacity to provide more youth supports to maintain permanent housing	Percent	Youth aged 16-25 provided with supports to maintain permanent housing including, but not limited to, those related to employment, financial literacy, mental health counseling, education, tenant services etc... <i>(Agency to specify types of supports provided) compared to previous year)</i>	Count of clients contacts (assessments, counseling, coaching, mentoring, training etc...) throughout the year divided by same figure from previous year. Clients may be counted more than once in a year.	Common
Youth Homelessness	Outcome	Number of youth housed	Number	Youth aged 16-25 who were homeless or living in transitional housing who move or are being supported after their move into affordable housing with no limitations or requirements.	Count of supported youth in housing during the year	Common
Youth Homelessness	Outcome	Clients who through support have had needs met to support maintenance of permanent housing	Percent	At initial assessment the specific needs/risk factors of the youth aged 16-25 is assessed. A re-evaluation determines which of those needs have been met through supports. Risk factors/needs could be related to employment, financial literacy, mental health or addictions counseling, education, health, social contact, tenant services, housekeeping etc... or other)	Clients for whom at least 25% of their identified needs have been met by the 6 month reassessment divided by all clients who have undergone the 6 month reassessment.	Standard
Youth Homelessness	Output	Hours of supports provided to youth to maintain permanent housing	Number	Hours of supports provided to youth aged 16-25 to maintain permanent housing including, but not limited to, those related to employment, financial literacy, mental health counselling, education, tenant services etc... <i>(Agency to specify types of supports provided)</i>	Count of number of hours of supports provided to youth by staff or volunteers of Agency. For group sessions multiply the number of participants by the length of the session. Add the total client hours for each session offered during the year	Standard
Youth Homelessness	Outcome	Research reports or studies addressing youth homelessness in Ottawa	Number	Research reports or studies with practical, actionable and appropriate strategies or practices for addressing youth homelessness in Ottawa completed and shared in a public forum. <i>(Agency to cite study name/purpose).</i>	Study must be accessible to those who can use the information and useful/functioning to be considered complete.	Standard

Youth Homelessness	Outcome	Supported youth who keep permanent housing for one year	Percent	Youth aged 16-25 who find and keep affordable housing with no limitations or requirements for at least one year	Youth clients who have maintained their permanent housing for one year or more divided by Youth supported during the year	Standard
Youth Homelessness	Outcome	Supported youth who keep permanent housing for six months	Percent	Youth aged 16-25 who find and keep affordable housing with no limitations or requirements for at least 6-months	Youth clients who have maintained their permanent housing for six months or more divided by Youth supported during the year	Standard
Youth Homelessness	Outcome	Supported youth who move in to permanent housing	Percent	Youth aged 16-25 who were homeless or living in transitional housing who move into affordable housing with no limitations or requirements.	Youth attaining housing during the year divided by Youth supported during the year	Standard
Youth Homelessness	Outcome	Supported youth who move in to permanent housing	Number	Youth aged 16-25 who were homeless or living in transitional housing who move into affordable housing with no limitations or requirements.	Youth attaining housing during the year	Standard
Youth Homelessness	Outcome	Youth finding long-term employment	Percent	Youth aged 16-25 receiving supports who find long-term or permanent employment. Employment must adhere to labour market standards.	those finding employment long-term or permanent employment in the year divided by all youth for whom this type of work would be appropriate.	Standard
Youth Homelessness	Outcome	Youth finishing school	Percent	Youth receiving supports who graduate	Tally of those graduating in the school year divided by all grade 12/GED students supported.	Standard
Youth Homelessness	Outcome	Youth in temporary employment	Number	Youth aged 16-25 receiving supports who find employment in a social enterprise or temporary (time limited) employment program or a job that is seasonal or otherwise time limited. Employment must adhere to labour market standards.	those finding temporary employment in school in the year	Standard
Youth Homelessness	Outcome	Youth job retention (6-12 months)	Percent	Youth aged 16-25 receiving supports who obtain and keep paid employment for six to twelve months. Employment must adhere to labour market standards.	Youth who obtain and keep paid employment for six to twelve months divided by all clients who obtained employment through support by agency	Standard

Youth Homelessness	Output	Youth provided with supports to maintain permanent housing	Number	Youth aged 16-25 provided with supports to maintain permanent housing including, but not limited to, those related to employment, financial literacy, mental health counselling, education, tenant services etc... <i>(Agency to specify types of supports provided)</i>	Unique count of clients supported at least once throughout the year. Clients accessing more than one type of supports are counted only once.	Standard
Youth Homelessness	Output	Youth that complete job skills, entrepreneurship training programs, internships, apprenticeships	Percent	Youth aged 16-25 receiving supports that complete job skills, entrepreneurship training programs, internships, apprenticeships	Count of supported youth completing these types of programs in the given year divided by youth served for whom this type of program would be appropriate.	Standard
Youth Homelessness	Output	Youth that complete job skills, entrepreneurship training programs, internships, apprenticeships	Number	Youth aged 16-25 receiving supports that complete job skills, entrepreneurship training programs, internships, apprenticeships	Count of supported youth completing these types of programs in the given year	Standard
Youth Homelessness	Outcome	Youth that enroll in an education program, secondary school or a job training programs	Number	Youth aged 16-25 receiving supports that enroll in secondary school, post-secondary education program or job training programs such as job skills, entrepreneurship training programs, internships, apprenticeships	Count of supported youth enrolled in the given year	Standard
Youth Homelessness	Outcome	Youth that enroll in an education program, secondary school or a job training programs	Percent	Youth aged 16-25 receiving supports that enroll in secondary school, post-secondary education program or job training programs such as job skills, entrepreneurship training programs, internships, apprenticeships	Count of supported youth enrolled in the given year divided by all youth where this would be appropriate	Standard