

2025 TARGETED FUND OVERVIEW

United Way of Greater St. Louis (United Way) Targeted Fund's purpose is to provide flexible funding to support nonprofits that are best positioned to address identified targeted needs by implementing programs that use an emergent or innovative approach to an existing community challenge requiring additional investment of time, capacity and resources across United Way's 16 counties served. Targeted Fund awards are considered one-time grants (non-renewable) with a one-year implementation timeframe for United Way investment for a single program. Proposed programs should have existing sources of funding where United Way's investment is leveraged to ensure sustainability beyond the Targeted Fund's one-year grant time frame.

Desired Approaches:

An **emergent approach** addresses an identified community need using a promising practice or adapted method that is in development or the early stage of implementation.

An **innovative approach** addresses an identified community need using a new method, model, or practice that is designed to advance service delivery.

Note: Currently funded United Way Safety Net and Systems Change agencies are not eligible to apply.

2025 TARGETED FOCUS AREA: Unite for Safe Communities

United Way annually assesses the real-time community needs and gaps based upon the result from its community needs assessment, community landscape reports, United Way's 2-1-1 data source, and additional secondary data sources. The identified needs will align with one or more of United Way's impact areas:

Basic Needs

Health and Wellness

Community Stability and Crisis response

Jobs and Financial Mobility

Early childhood, and Youth success.

<p>IMPACT AREA: Community Stability and Crisis Response</p> <p>FOCUS AREA: Safety and Violence Prevention</p>	<p>Programs offered should advance efforts that prevent or interrupt neighborhood level violence; appropriate approaches include activities that meaningfully address:</p> <ul style="list-style-type: none"> • restoration from harm, • offer alternative approaches to promote community level healing, • aim to decrease the likelihood of future incidents of violence, • foster healthy conflict resolution skills, • offer healing circles following exposure to neighborhood level, violence; or • offer supports to address the mental health of those traumatized as a result of community level violence.

PRELIMINARY FUNDING REQUIREMENTS

To qualify for funding, an organization must meet the following minimum eligibility requirements.

- Any agency seeking funding must provide direct services to individuals living in at least one of the [16 counties](#) within United Way’s geographic footprint.
- The organization and program must be operational for at least two years
- Submit federal 501(c)(3) tax determination letter
- Submit Missouri or Illinois certificate of corporate good standing
- Submit policy on compliance with USA Patriot Act and other counterterrorism laws
- Affirm your organization has a policy for background checks, including child abuse and neglect screenings, if applicable
- Affirm your organization has a policy on privacy protection practices (HIPAA)
- Affirm your organization has a policy on non-discrimination in hiring and service delivery.
- Submit your organization’s most recent audited financials

REQUESTED FUNDING

RANGES:

The minimum amount that an agency may request support is \$10,000; the maximum is \$75,000. The funding request may not exceed more than 50% of the program’s budget, for which funding is being requested. Requested amounts are not guaranteed.

FILE SIZE REQUIRMENTS:

All submissions must not exceed 35MB. If your agency attempts to upload a file that exceeds 35 MB, you will receive an error.

TARGETED FUND TIMELINE:

Key Milestone	Date
Application Released	September 3, 2024
Application Due Date	September 27, 2024
Award Announcement	December 16, 2024

Click [here](#) to access and complete the 2025 Targeted Fund Application Form.

The complete list of questions are noted below. All submissions must be received using the application [form](#); no submissions will be reviewed outside of the required submission platform.

The deadline to apply is **Friday, September 27, 2024, at 5:00 p.m.** Questions regarding this funding opportunity should be emailed to grantsupport@stl.unitedway.org.

[SAMPLE Targeted Funding Scoring Rubric](#)

APPLICATION QUESTIONS

(for reference only; submission accepted [here](#))

ORGANIZATION INFORMATION:

1. Organization name
2. Mission/Vision Statement
3. Executive Director/C.E.O. Name
4. Program Contact (for submission), if different from above
5. Program Contact Title
6. Submission Contact email
7. Submission Contact phone number
8. Organization Address, City, State, Zip Code (for official correspondence)
9. Federal Employee Identification Number (EIN)
10. Social media presence links, if applicable (for example: website, Facebook, Instagram etc.)
11. Board Chair name

TARGETED FUNDING IMPACT ALIGNMENT:

1. Program Name

2. Program Approach - Please select which one of the Targeted Fund cycle categories your project fits:

Emergent approach addresses an identified community need using a promising practice or adapted method that is in development or early stages of implementation.

Innovative approach addresses an identified community need using a new method, model or practice that is designed to advance service delivery for maximum impact to clients served.

3. Targeted Fund will have one Focus Area for this cycle. Details about the desired impacts for the proposed project are noted below:

IMPACT AREA: Community Stability and Crisis Response

FOCUS AREA: Safety and Violence Prevention

Programs will aim to address emergent or innovative approaches to:

Advance efforts that prevent or interrupt neighborhood level violence approaches including activities that meaningfully address:

- restoration from harm,
- offer alternative approaches to promote community level healing,
- aim to decrease the likelihood of future incidents of violence,
- foster healthy conflict resolution skills,
- offer healing circles following exposure to neighborhood level, violence; or
- offer supports to address the mental health of those traumatized as a result of community level violence.

4. Tell us about your community and your agency's connection to the community served. Please denote specified counties served with in United Way's [16-county](#) footprint.

5. Describe the program and the need it meets in the community. Provide examples of how this need was determined. Please share detail the specified population this program aims to support, what evidence you use to support how you design the program, including previous history of implementation and key collaborations to support implementation.

6. Based on the Targeted Fund approach you selected (Impact Alignment question #2), describe components of the program that fit the appropriate approach. Feel free to include examples to support your description.

IMPACT MEASUREMENT:

7. How will the lives of those served be transformed or improved for the better as a result of your approach? Please provide details on how you will know the desired change has occurred (e.g. how will you measure the desired impact make improvements based on the results measured).

**Please note: once selected United Way staff will provide guidance to grantees on selection of standard United Way outcomes for impact reporting. [United Way Outcomes by Impact Area](#)*

Optional Supplemental Document Uploads:

The two items below are not required. If submitted, either document will be used as additional context detailing the scope of the proposed program.

- Program Logic Model
- Theory of Change

FUNDING NARRATIVE:

1. Agency's local operating budget amount
2. Total existing program budget amount (for the program associated with this funding request).
3. Funding requested (Minimum \$10,000; Maximum: \$75,000)
4. Please describe the existing major sources of funding for the program you are requesting Targeted Fund support. Include detail that illustrates 1) confirmed funding for the requested program and 2) projected funding request that are outstanding to support the requested effort.

SUBMISSION REQUIREMENT CHECKLIST:

These items must be submitted or affirmed in order for your application to be considered for funding review. United Way reserves the right to request any policy referenced by the grantee for affirmation post award determination.

SUBMISSION REQUIREMENT CHECKLIST (cont.):

1. Submit federal 501(c)(3) tax determination letter (including EIN as noted above)
2. Submit Missouri or Illinois certificate of corporate good standing
3. Submit policy on compliance with USA Patriot Act and other counterterrorism laws.
4. Affirm your organization has a policy for background checks, including child abuse and neglect screenings, if applicable.
5. Affirm your organization has a policy on privacy protection practices (HIPAA).
6. Affirm your organization has a policy on non-discrimination in hiring and service delivery.
7. Most Recent Audited Financials - Organizations with operating budgets of \$250,000 or more are expected to have audits performed by a certified public accountant (CPA). **Please note if the required documentation is not submitted, your application will not be reviewed for funding consideration.** For audit submissions: submit the most recent audited financial statements, including the auditor's opinion, management, and/or internal control findings letter prepared by an independent auditor

Organizations with budgets less than \$250,000 may provide narrative justification for not obtaining an audit for funding consideration and in lieu will submit 1) narrative justification 2) the most recent 990 or 990 EZ **and** 3) a third-party financial compilation report.

Submission acknowledgement:

I hereby certify that the information provided in this submission is accurate and complete.