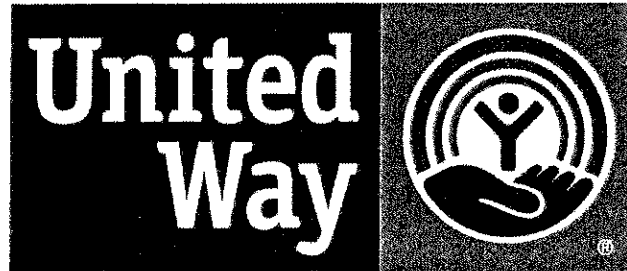


LIVE UNITED



United Way
of Richmond County

2020 REVIEW & ALLOCATION GUIDE

MISSION STATEMENT

To improve lives by mobilizing the caring power of our community

UNITED WAY CREDO

The United Way has evolved as a community process that brings people together to promote individual well being and social good.

We believe that we are the stewards of a community process through which all the people can share both in shaping a common vision of a caring community and in transforming that vision into a dynamic reality.

We believe that people who give their time and/or money to the community should have clear, accurate information about how their resources are put to use.

We believe that we must search continuously for new and better ways to meet the community needs more fully and economically. We must anticipate and shape change and give the same consideration to new community needs as we give to familiar ones.

We believe that we must assess the effectiveness of the programs we support against objective standards.

REVIEW AND ALLOCATION VALUES

Our process must be:

- **Volunteer driven and managed.** This means that the direction and final decisions will be made by volunteers.
- **Priority sensitive.** Funds will be directed to the most pressing community human services and problems that are appropriate for United Way response. A rational basis for identifying priorities and/or making decisions in the community's interest will be part of the process.
- **Accountable.** United Way will know and be able to communicate to its public how the funds that are raised are applied to programs.

The United Way of Richmond County serves as the steward of community funds contributed in the annual campaign. As such, we are responsible for allocating these funds to participating organizations in the fairest and most equitable manner possible; to provide a wide variety of health and social services to our community.

One of our goals is to maintain a sound system for responding to urgent community needs, while at the same time maintaining support for those programs which provide a stable base of needed services in Richmond County.

Thus, we have a responsibility to continually balance support of emerging community needs with those service programs that have been funded by the annual campaign. Maintaining a balance becomes increasingly more difficult as we become more sophisticated about identifying health and social service needs; as fund raising, efforts are insufficient to meet all legitimate requests; as contributors demand increasing accountability from all institutions; and as government support of social services declines. **Since we are unable to meet all health and social service needs in Richmond County, prudent stewardship requires that we identify and give special emphasis to the most urgent and appropriate of these needs.**

STANDARDS OF AFFILIATION AGENCIES MUST MEET

1. Be recognized as an organization exempt from state and federal income taxes.
2. Have legitimate purpose that meets a recognized need in the field of health or social service. Objectives of the program, both immediate and long-range, should be clearly defined and the scope of the programs must involve a significant portion of the population of the community.
3. A program that represents itself as a United Way partner when soliciting funds from the public and in general publicity.
4. A program that does or will provide a timely, effective and efficient program or service that justifies inclusion in United Way programs.
5. Cooperates with other agencies, both governmental and voluntary in eliminating unnecessary duplication of effort, in promoting economy and efficiency, and in the development of new programs to meet human needs.
6. Operates by policy and practice, without discrimination based on race, religion or national origin in all respects, including services to people, the selection of board and committee members and the employment of staff.
7. An annual audit performed by a certified public accountant or letter of review according to United Way of Richmond County policy.
8. Demonstrates an understanding of community needs in Richmond County and services currently provided.

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United Way
of Richmond County

Role & Responsibility of the Review & Allocations Committee Volunteer & Confidentiality Statement

As a Review & Allocations Committee volunteer, your responsibilities are to:

- Make every effort to attend all meetings scheduled by your group.
- Disclose any relationship with an agency or its personnel.
- Respect the confidentiality of the information discussed.
- Acquaint yourself with the services provided by the agency.
- Review the agency's budget and financial commitments.
- Analyze the agency's program evaluations/outcomes.
- Participate in discussions with the committee in a respectful and productive manner.
- Advocate for meeting the needs of Richmond County and not for a specific agency.

As a volunteer with the United Way of Richmond County, I will respect the autonomy of the applying agencies and the proprietary nature of the information they share with us. I will consider all agency information reviewed and discussed by this committee confidential. I understand my role is to determine how the United Way of Richmond County funds can meet community needs, not to oversee the management of the agencies. I will contact the Executive Director of the United Way with any questions regarding an agency application and not the agency directly.

Printed Name

Signature

Date

United Way of Richmond County Code of Ethics

The United Way of Richmond County is committed to the highest ethical standards. Based on the unique trust placed in UNITED WAY OF RICHMOND COUNTY to serve the public good, we have a special obligation to act ethically.

The success of the United Way system and our reputation depend upon the ethical conduct of everyone affiliated with the UNITED WAY OF RICHMOND COUNTY. Volunteers, staff, and representatives set an example for each other by their pursuit of excellence in high standards of performance, professionalism and ethical conduct.

We are mindful that our core values must be clearly articulated, communicated and continuously reinforced. In addition, more detailed policies, guidelines explanations, definitions, and examples are often needed to bring these values into actual practice. While no document can anticipate all of the challenges that may arise, the Code communicates key guidelines and will assist UNITED WAY OF RICHMOND COUNTY volunteers, staff and representatives in making good decisions that are ethical and in accordance with applicable requirements.

- 1. PERSONAL AND PROFESSIONAL INTEGRITY:** A personal commitment to integrity in all circumstances benefits each individual as well as the organization. We therefore:
 - Strive to meet the highest standards of performance, quality, service, and achievement in working towards the ideals of United Way of Richmond County.
 - Communicate honestly and openly and avoid misrepresentation.
 - Promote a working environment where honesty, open communication, and minority opinions are valued.
 - Exhibit respect and fairness toward all those with whom we come into contact.
- 2. ACCOUNTABILITY:** United Way of Richmond County is responsible to its stakeholders, which include donors and others who have placed faith in the organization. To uphold this trust we:
 - Promote good stewardship of United Way of Richmond County resources.
 - Refrain from using organizational resources for non-United Way of Richmond County purposes.
 - Observe and comply with all laws and regulations affecting United Way of Richmond County.
- 3. SOLICITATIONS AND VOLUNTARY GIVING:** The most responsive contributors are those who have the opportunity to become informed and involved. We therefore:
 - Promote voluntary giving in dealing with donors and vendors.
 - Refrain from any use of coercion in fundraising activities, including predicting professional advancement in response to solicitations.
- 4. DIVERSITY AND EQUAL OPPORTUNITY:** United Way of Richmond County is an equal opportunity employer and is committed to the principle of diversity. We therefore:
 - Value, champion, and embrace diversity in all aspects of United Way of Richmond County in full compliance with all state and federal laws and regulations.
 - Support equal employment opportunity programs throughout United Way of Richmond County.
 - Refuse to engage in or tolerate any form of improper discrimination or harassment.
- 5. CONFLICT OF INTEREST:** To avoid any conflict of interest or the appearance of a conflict of interest which could tarnish the reputation of United Way of Richmond County, staff and representatives will:
 - Avoid any activity or outside interest which conflicts or appears to conflict with the best interest of United Way Richmond County.
 - Ensure that travel, entertainment and related expenses are incurred on a basis consistent with the ideals of United Way of Richmond County and not for personal gain or interests.

- Decline any gift, gratuity or favor in the performance of United Way of Richmond County duties except for promotional items of nominal value, and any food, transportation, lodging or entertainment unless directly related to United Way of Richmond County business.
- Refrain from influencing the selection of staff, consultants or vendors who are relatives or personal friends or are affiliated with or employed by a person with whom they have a relationship that adversely affects the appearance of impartiality.

United Way of Richmond County Volunteers:

- Should not knowingly take any action, or make any statement, intended to influence the conduct of United Way of Richmond County in such a way as to confer any financial benefit on themselves, their immediate family members or any organization in which they or their immediate family members have a significant interest as stakeholders, directors or officers.
- Members of the Board shall inform the Chairman of the United Way of Richmond County of all known potential conflicts of interest. If a significant potential conflict exists, this should be documented and the member should refrain from vote or discussion on matters that might call their impartiality into question-related to the potential conflict. The member's abstention shall be noted in the Board minutes.

6. CONFIDENTIALITY AND PRIVACY: Confidentiality is a hallmark of professionalism. We therefore:

- Ensure that all information, which is confidential, privileged or nonpublic, is not disclosed inappropriately.
- Respect the privacy rights of all individuals in the performance of our United Way of Richmond County duties.

7. POLITICAL CONTRIBUTIONS: As a charitable corporation, United Way of Richmond County is prohibited from making contributions to any candidate for public office or to any political committee. We therefore:

- Refrain from making any contributions to any candidate for public offices or political committee on behalf of United Way of Richmond County, including the use of United Way of Richmond County facilities for political campaign activities.
- Refrain from making any contributions to any candidate for public offices or political committee in a manner that may create the appearance that the contribution is on behalf of United Way of Richmond County.

I have reviewed and understand the Code of Ethics for United Way of Richmond County.

Name

Date

Witness

Date

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**United Way
of Richmond County**

United Way of Richmond County Fact Sheet

- MISSION:** To improve lives by mobilizing the caring power of **OUR** community.
- VISION:** Is to engage all citizens to work together to build a healthy, safe, caring and stronger community.
- GOVERNANCE:** United Way is an independent, volunteer - directed community organization governed by 12 - member board of directors representing the community we serve.
- INVOLVEMENT:** Volunteers donate time and talent throughout the year, assisting with projects that improve the quality of life in our community.
- HISTORY:** In 1965 a group of local leaders came together and started the Greater Rockingham Charities. The first campaign was held in 1967 and a goal was set at \$28,000 with 10 charities. In 1970, the name changed to United Fund and in the 1980s the name was changed once again to what we know today as the United Way of Richmond County.
- CURRENT:** 2018 - 19,756, individuals have received assistance totaling 166,350 times.
2019 – 9,787, individuals have received assistance totaling 111,953 times.

Children & Youth

- Back Pack Pals** **557.3149**
Distribution of food items via backpacks to the needy students.
- Boy Scouts** **704.982.0141**
Prepare youth to make ethical & moral choices over their lifetime by instilling in them the values of the Boy Scout Oath & Law. Programs teaches behavior, citizenship, self-reliance & teamwork.
- Girl Scouts** **384.6641**
This program is designed to build girls courage, confidence and character to help make the world a better place. Offers merit badge programs.
- Leak Street Alumni** **997.6238**
Afterschool and summer program for at risk children and young adults. Provide supportive, educational services and tutoring.
- Richmond County 4-H Clubs** **997.8255**
Committed to building outstanding citizen leaders with marketable skills to succeed in today's global society. Afterschool programs, summer fun activities, specialty and summer camps. Ages 5 to 19yr.
- Richmond Co. Schools E.C.** **582.5860**
Provides an instructional program that promotes growth and development appropriate for the individual needs of each student. Serves children ages 5 - 22.
- Sandhills Children Center** **997.7160**
Provides educational and health care services for children with special needs. Birth to five years old.

Health & Wellness

- Richmond Co. Aging Services** **997.4491**
Meals on Wheels provides a nutritious meal with a friendly smile and warm reassurance to homebound clients. Also provide a connection to the outside community and daily "check-in" to ensure clients safety and wellbeing.
- Samaritan Colony** **895.3243**
In patient alcohol and drug treatment program for males. Structured program that educates males about their disease and recovery process that will enable them to assume responsibility of the treatment of illness.

Strengthening & Supporting

- Habitat for Humanity** **817.9576**
Partner with families in need and the entire community to build or repair decent, affordable homes. Repair Ministry.
- Pee Dee Pregnancy Resource Ctr** **997.3040**
Education opportunities for parenting thereby providing parents with additional materials supplies for their babies up to 24 months. Group classes for task such as car seat certification, safe sleep and parental CPR.
- R. C. Literacy Council** **895.0338**
Provides service to enhance literacy among the residents of our community. Focus on serving a diverse community through educational programs in an individual learning environment which promotes academic & life skills.

Crisis Services

- American Red Cross** **817.7621**
Provides disaster relief, assistance to military families, veterans, fire victims, conduct CPR training and local bloodmobiles.

New Horizons Life & Family Services

997.4840

24 hour confidential domestic violence and sexual abuse counseling. Women's Shelter and Community Outreach.

Our Daily Bread **895.3536**

Provides boxes and bags of nutritious food to the poor and needy of our community.

R. C. Rescue Squad **895.9516**

Provide quality health care, rescue and emergency services. Certified EMT's. Safety awareness and community education.

Salvation Army **336.625.0551**

Provides emergency financial assistance (rent/mortgage, & utilities) to needed families. This agency works with our local DSS.

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United Way of Richmond County



UNITED WAY OF RICHMOND COUNTY
Review & Allocations
Instructions and Suggestions for Reviewing Agency Applications

- ❖ To assist you in the process, enclosed you will find: a task timeline, information regarding your role and responsibility as a committee member & confidentiality statement (to be turned in to your committee chair); an application review checklist; a site visit form; a panel evaluation worksheet; and the applications for funding from the agencies your panel will be reviewing. Please review the applications carefully in advance of your committee meetings. You may also utilize agency brochures, annual reports (if provided) and visit the agency web sites.
- ❖ Pay particular attention to those items that are *program*-oriented (such as # of clients served, services provided, service delivery, cost of services vs. outcome, etc). Agencies should be providing details on the anticipated impact of their programs and how they will measure that.
- ❖ These applications and additional information are for your use. Please feel free to make notations on these pages such as questions, impressions, or any remarks you feel are appropriate and that will help you prepare for the interviewing process.
- ❖ In reviewing the application and financial information, you may feel you need clarification on the *purpose* of a question and/or financial information that we have asked the agency to supply. Do not hesitate to call the United Way of Richmond County office (997-2173) if this should occur. We will be happy to answer any questions you may have.
- ❖ If you are making Site Visits to any agencies, you can note your findings on the Site Visit Forms. A Site Visit Form is included in this packet. We will give the volunteers who make site visits a chance to report on these at the Allocation session.
- ❖ At the site visit, the agency representatives will first give a brief overview of their agency and its program(s). Please write any questions down so that you will be prepared to ask them at the end of their presentation. You may also receive information from the agency representative beyond what is contained in the application.
- ❖ Following each agency/applicant presentation, your panel will discuss the proposal and your Chair may lead you through scoring each agency/applicant if your group makes use of the Allocation Evaluation Form included in this packet.

BRING TO YOUR NEXT SCHEDULED PANEL MEETING:

1. Agency Applications
2. Committee Evaluation Form
3. Site Visit Form

THANK YOU FOR YOUR COMMITMENT!

UNITED WAY OF RICHMOND COUNTY
2020 Review & Allocations
Site Visits

The agencies have been informed that the Allocations Committee members will be making site visits, so they should not be surprised by your call. Please let us know if you encounter any problems.

Once you have scheduled your site visit, please let your Committee Chair know of your plans. Your site visit report will be included in upcoming committee discussions.

We have listed below suggested questions. These are, by no means, the only questions you might ask, but these give you an idea of the kind of information for which we are looking.

FIRST IMPRESSIONS

1. Is the facility clean, well organized and tidy?
2. Is the staff friendly and helpful?
3. Does the agency display the United Way logo in an appropriate spot?

QUESTIONS ABOUT THE AGENCY/PROGRAM

For previously funded programs:

1. How is their current programming progressing?
 - a. Does it have as many participants as anticipated this year?
2. Is there any opportunity to collaborate with other organizations or agencies?
3. What have been your challenges this year? How did you manage them?
4. How about successes, victories?
5. How is the economy affecting the agency and this program?
6. Anything big happening this year?

For new applicants:

1. General info about the agency/services.
2. Why did you decide to apply to United Way for funding of this program?
3. How/where will you deliver the program? Who is involved?
4. How will you know if it is a success?
5. Anything else you want to tell us about the program?

Notes: _____



United Way
of Richmond County

Agency Presentation Format

Purpose

*The presentation should **highlight** the written proposal and answer any questions or concerns generated from the proposal.*

Time Allotment

*Forty (40) minutes has been set aside for your organization. **Your entire presentation should take no more than 20 minutes.** The presentation will be followed with 20 minutes allotted for questions from the panel.*

Content

The presentation should include the following:

- *Brief Program Overview and Financial Plan*
- *Outcome Measurement of the Services Delivered*
- *Services Unique to Your Area*
- *Justification for Request*

Presenters

It is recommended that the Executive Director and at least one (1) Board member make the presentation. It is also recommended that someone who can answer financial questions for the organization be present.

Visual Aids

*Charts, handouts and brochures are welcome. **Because of time restrictions, electronic media (PowerPoint, overhead projectors, etc.) are not to be used.***

United Way of Richmond County
Review & Allocation Panel Evaluation Worksheet

Funding Year: 2020

Agency: _____ Panel: _____

Funding Factor	Criteria	Not Covered or Applicable	Poor (1-3)	Fair (4-6)	Good (7-9)	Excellent (10-12)	Comments
I. Mission of the Organization.	Consistent with human service needs in Richmond County.						
II. Program Summary.	Current services meet existing needs in Richmond County. Need for services is documented.						
III. Agency partnerships with other agencies.	Agency collaborates with other organizations to maximize service delivery and avoid duplication of services.						

Funding Factor	Criteria	Not Covered or Applicable	Poor (1-3)	Fair (4-6)	Good (7-9)	Excellent (10-12)	Comments
IV. Measurable objectives and expected outcomes.	Agency is able to articulate realistic and measurable outcomes of their service delivery.						
V. Demonstrated Impact.	Actual number of clients served meets or exceeds service delivery expectations. Cost to serve clients vs. similar agency avg. across the board.						
VI. Impact of reduced funding.	Agency has diversified fundraising plan.						
VII. Partnership with United Way of Richmond County. Efforts to market UWRC brand.	Agency participates in UWMC activities & events, displays UW logo and publicizes UWMC partnership.						

Funding Factor	Criteria	Not Covered or Applicable	Poor (1-3)	Fair (4-6)	Good (7-9)	Excellent (10-12)	Comments
VIII. Agency Personnel. Administrative effectiveness of the agency.	Agency has sufficient paid staff & volunteers to meet program objectives.						
IX. Total Points	Please add each column only once. Total for each of these 8 factors listed above: _____						
X. Additional Comments.							

Review & Allocations Observation Summary

Name of Agency: _____ Total Points Awarded: _____

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United Way
of Richmond County

Date: _____

Agency: _____ Program: _____

Please respond in writing to the following questions:

1. What would happen if your program were to disappear?

2. What would happen if you were not to receive the requested amount?

3. Specifically, how would decreases in your grant impact your programming:
 - a. 25% decrease?

 - b. 50% decrease?

 - c. 75% decrease?

4. What other organization(s) provide the same or similar services / programs in our community?

5. Specifically, how are you collaborating with other agencies/organizations?

6. What services/programs for which you are requesting support are complementary services in collaboration with other entities?

2018 Review and Allocations Timeline

October 30, 2019	Applications Due to United Way Office
November 14, 2019 – February 14, 2020	Panel Review Period / Site Visits
March 13, 2020	Panel Recommendations due to Review & Allocations Committee
March 18, 2020	Report to United Way Board of Directors
March 27, 2020	Funding Notification First Quarterly Payment to Partner Agencies