



Love United Iredell Application 2021

Things to know:

The purpose of Love United Iredell is to fund small impactful projects within Iredell County as possible, within our 14-day timeframe, while educating many individuals about local agencies and building lasting community relationships.

This project will be pushed out through all formats of media, within the county, similar to a Giving Days campaign and may partner your agency with a school to achieve project goals.

A large portion of outreach will be focused on social media outlets and engaging new individuals with your organization. **This application will be used to narrate the story you choose to tell within a social media format.** Audiences will need a brief explanation about what your agency does and will need to know what individual they need to contact. Be sure to keep your answers brief and to the point.

Remember all applications will be reviewed by a selection committee to ensure the most effective projects for Iredell County are selected. There will be a limited number of agencies selected.

*******BEFORE SUBMITTING YOUR APPLICATION, A PHONE CONVERSATION WITH UNITED WAY OF IREDELL IS REQUIRED***** To schedule reach out to contact below.**

Good Luck!

All attachments and questions should be sent directly to Sara Lewis SLewis@UWIredell.org.

GENERAL INFORMATION:

Non-Profit Agency Name: _____

Primary Contact Name: _____

Primary Contact Email: _____

Primary Contact Phone: _____

Organization Mission: _____

Organization Vision: _____

Category of Focus for this Project: (check one)

Health Education Financial Stability Covid-19

Are there volunteer opportunities or are in-kind donations as a part of this project?

Please explain these opportunities further:

Will you be available for educational activities/presentations with a school if requested? _____

Are there opportunities for individual students to become involved or educate publicly on behalf of your agency? Please explain these further: _____

Client Information:

Describe your organization's primary client population. Will this be the same population as the targeted fundraising effort? _____

Organization's Primary Client Needs: _____

How many client's lives will be directly affected by this funding, if your goal is met? _____

VIDEO:

Each nonprofit should submit a video which presents the below information within two minutes or less. You MUST keep in mind that this video is intended as a marketing tool for the public. United Way staff/volunteers should not be considered your primary audience. The primary use of this video will be to capture the attention of school staff so they are compelled to "adopt" your nonprofit's fundraising proposal that will be used to campaign for your cause.

Formatting should be kept to a cell phone video or PowerPoint with voiceover. We are not looking for professional quality. Creativity is encouraged where possible. Videos should remain under 3 minutes in length.

- Agency mission
- What impact will this have on those that you serve. ~~clients~~
- Total amount you would like to raise

BUDGET:

See the budget attachment to document snapshot of your project funding needs.

ATTESTATIONS:

If accepted as a partner in Love United Iredell, your organization will commit to planning and participating in the following activities:

1. Review and apply training/educational materials to build your organization's communication and development capacity.
2. Outreach activities:
 - a. A minimum of two Facebook Lives on your Facebook and/or Instagram page which tag **United Way of Iredell County (@UnitedWayofIredellCounty)**, use the **#LoveUnitedIredell**,

and share your organization's mission, message and promote Love United Iredell as a giving avenue for your organization. (BONUS POINTS for making these fun and engaging with your audience)

- b. Share related press releases and interviews as selected by media outlets.
 - c. Participate in interviews about your project as requested.
 - d. Commit to making consistent social media posts during the campaign. This means you should average at least one post per day with the **#LoveUnitedIredell** included.
 - e. Personally, acknowledge and engage all donors with a thank you to follow-up after the event.
3. Attend related events, such as an educational day at a school or campaign conclusion events, as planned.
 4. *In the event that your own funds have been raised 100% we encourage you to choose other partner(s) non-profit and assist them in meeting their own goal. We want to see as many projects 100% funded as possible! This will require everyone to assist in cross-marketing where possible. We know that so many organizations in our county are inter-related, that it is important to work together to meet our common missions of improving lives.*

Terms of Campaign Acceptance – Financial Accountability


1. United Way of Iredell County will collect and process all donations.
2. Recipient organizations may not accept donations on behalf of the campaign.
3. Donations must be made online or by cash, check, or through transfers of stock to the United Way of Iredell County.
4. Donations may not be used to pay for anything that might be perceived as a material benefit to the donor including dinner tickets, membership fees, golf fees, admission tickets, raffle tickets, event sponsorship or other gifts.
5. Financial gifts should not be payments on existing pledges, payments for tuition or tithing.
6. All public contributions must be submitted to United Way of Iredell County by April 25, 2021.
7. Matching funds or prizes, if they become available, will be allocated proportionately based upon the total amount of donor designations.
8. Campaign fund distributions will be made not later than May 15, 2021.
9. Data provided in this application may be used in the promotional materials for the Love United Iredell.
10. Project services funded through Love United Iredell fund distributions may not discriminate based on clients' gender, ethnicity, religion, age, sexual orientation, and physical or mental disabilities.
11. Each gift is 100% tax-deductible and irrevocable.
12. Funded projects must be completed and reported back to United Way of Iredell County within 6 months. There will be a short follow-up format provided that includes photos of the project.

On behalf of my organization, I agree to all of the above.

Authorized Signature: _____ Date: _____

Title: _____

MANDATORY ATTACHMENTS CHECKLIST:

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- Application
 - Video
 - 2-5 Photos which represent your clients or agency
 - Copy of 990 form or link to it online directly – Or latest tax documentation
 - Logo
 - 1 Page Project Budget

Love United Iredell Project Budget 2021

Directions: Please list in broad categories your project expenses and income. Budgets cannot exceed one page in length and should remain brief.

Organization Name: _____

<i>Project Expenses:</i>	
TOTAL::	
<i>Project Income:</i>	
TOTAL::	