



Love United Iredell Application 2024

Things to know:

The purpose of Love United Iredell is to fund small impactful projects within Iredell County as possible, within our month long (February) period, while educating individuals about local agencies and building lasting community relationships for your organization.

The approved project will be publicized through all formats of local and regional media – digital, radio and print. We may partner your agency with an Iredell County based school system to achieve project goals. Funding is not guaranteed even if accepted as an agency.

A generous portion of public awareness will be targeted on social media channels and engaging new individuals/businesses/clubs 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 emailed directly to Jody Taylor at the United Way of Iredell County office. JTaylor@uwiredell.org / 704-832-8247

GENERAL INFORMATION:

Non-Profit Agency Name: _____

Primary Contact Name: _____

Primary Contact Email: _____

Primary Contact Phone: _____

Agency Website: _____

Organization Mission: _____

Organization Vision: _____

Category of Focus for this Project: (check one)

Health Education Financial Stability

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

Please explain these opportunities further:

Will a staff person 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: _____

How can the public help support your organization? _____

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? _____

Project Description:

In as few words as possible describe your project for the public:

Are there physical donation items people can give you to help with the project? List items needed:

Project Budget Goal: _____

VIDEO:

Each nonprofit should submit a video which presents the below information within *two minutes or less*. You MUST keep in mind the 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/civic organizations/businesses so they are compelled to "adopt" your nonprofit's fundraising proposal that will be used to campaign for your cause and ultimately educate a group of the public about your agency.

Formatting should be kept to a cell phone video or PowerPoint with voiceover. We are not looking for professional quality. However, *Creativity is encouraged where possible*. Be sure to include:

- Agency mission
- What impact will this have on those that you serve?
- Total amount you would like to raise.
- How would you like to partner with them? How can they help you in your mission?

*****If you would like assistance in taping, please reach out to Jody Taylor, Director of Marketing at the United Way of Iredell County. There has been an offer in the past for basic help and advice when needed and time permits.**

BUDGET:

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

EXPECTATIONS:

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. **Remember this is not a grant to you, work is highly recommended by your agency for cross-promotion to achieve short-term success for your project and long-term relationships for your organization.**
2. Outreach activities:
 - a. Commit to making consistent social media posts during the campaign. This means you should average at least one post per day with the hashtag **#LoveUnitedIredell** included.
 - b. TAG us so we can track your progress. LinkedIn, Facebook and/or Instagram pages and tag **United Way of Iredell County (@UnitedWayofIredellCounty or @uwiredell)**, 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)
 - c. Share related press releases and interviews as selected by media outlets.
 - d. Participate in interviews about your project as requested – radio and television.
 - e. Personally, acknowledge and engage all donors with a thank you to follow-up after the event.

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 and any funds not directed through United Way of Iredell County will not be eligible for any potential matching, or bonus dollars.
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. This includes 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 March 1, 2024.
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 no later than March 15, 2024, and should be used by September 1, 2024.
9. Data provided in this application may be used in the promotional content and materials for the Love United Iredell campaign.
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 with all the above and commit to the entirety of the Love United Iredell 2024 Campaign.

Authorized Signature: _____ Date: _____

Title: _____

MANDATORY ATTACHMENTS CHECKLIST:

- Application
- Video
- 3-5 Photos which represent your clients or agency.
- Copy of 990 form or link to it online directly – Or latest tax documentation
- Logo of project or organization.
- 1 Page Project Budget

Love United Iredell Project Budget

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

Organization Name:

| | |
|--------------------------|----------|
| <i>Project Expenses:</i> | |
| | |
| | |
| | |
| | |
| TOTAL: | 0 |

| | |
|------------------------|----------|
| <i>Project Income:</i> | |
| | |
| | |
| | |
| | |
| TOTAL: | 0 |

**TOTAL Difference Between Projected Income and Projected Expenses
(Should be zero) 0**