2027 Love United Iredell Application

United Way of Iredell County

Love United Iredell Program Information

Love United Iredell is an annual initiative designed to unite our community by supporting local non-profit organizations through fund-raising assistance for their proposed projects. The program is focused on small, high-impact initiatives that align with our three core pillars: **Health, Education, and Financial Stability**within Iredell County. Throughout February, Love United Iredell not only helps to fund these projects but also aims to raise awareness about local agencies, educate the public, and foster lasting relationships between organizations and the community.

You must qualify as one of the following entities to be eligible for application:

- Iredell County based nonprofit or community organization holding a current tax-exempt status under Section 501(c)(3) of the Internal Revenue Code
- Organization or Entity submitting a project and fund raising on behalf of an Iredell County based Nonprofit or community organization who holds a current tax-exempt status under Section 501(c)(3) of the Internal Revenue Code

What We Will Do for You if Chosen as a Love United Participant:

- We will raise awareness for your project through social media to help connect with new individuals, businesses, and community groups. This will help tell your story in an engaging and easy-to-understand way.
- Your audience will receive a concise overview of your organization's mission and goals, along with contact information for the appropriate person to reach out to.
- We will support your project's publicity across all formats of local and regional media, including digital, radio, and print.
- If relevant, we may partner your agency with an Iredell County-based school system, business or other organization to help achieve project goals.

Please Note:

- Funding is not guaranteed, even if your project is selected as a Love United Iredell participant.
- All applications will be reviewed by a selection committee to ensure that only the most effective projects for Iredell County are chosen.
- Only one project per nonprofit agency may be applied for.

There will be a limited number of projects selected.

LUI Agreement to Proceed*
By checking I Agree I have read and understand the listed eligibility requirements.

Choices
I Agree

Basic Information

Note: If you are submitting this project application to benefit an Iredell County based Nonprofit or community organization 501(c)(3) - please provide information on the 501(c)(3) - not on your organization. (ie: their mission, number of clients they serve, number of employees they have, etc)

Organization Mission*
Character Limit: 2000

Organization Vision*
Character Limit: 2000

Are you a registered 501c3 nonprofit agency?*
All agencies or organizations that apply to the LUI program either need to be a 501c3 organization OR the project you are raising funds for must go to profit or support an Iredell County 501c3 nonprofit organization. You will be required to provide proof / information to support which applies to you.

Choices
Yes
No

Agency 990 form if applicable
Upload copy of your 990 form or latest tax documentation if you are a registered 501c3.

File Size Limit: 2 MB

If you are not 501c3, who are you raising funds for?
List the 501c3 organization your LUI project will be benefitting. You may be asked to provide information about the organization funds will be raised for.

Character Limit: 250

Annual expected income*

Choose the range which refers to the estimated dollar amount you expect your organization to receive through in kind, grants and monetary donations by end of year 2026.

Choices

$0 - $50,000
$50,001 - $100,000
$100,001 and above

How many people does your organization employ?*

This includes full or part time employees.

Character Limit: 250

How many clients did your organization serve in 2026?*

As 2026 may not be over, please estimate as closely as possible.

Character Limit: 250

How many volunteers helped your organization in 2026?*

As 2026 may not be over, please estimate as closely as possible.

Character Limit: 250

Logos*

Please upload logo of project and/or organization. The preferred file format is .jpg or a .png form but you can upload pdf, doc or docx also.
These logos will be used to promote Love United Iredell in media releases and print materials.

File Size Limit: 2 MB

Did you apply to the Love United Iredell program last year?*

Choices

Yes
No

If you answered yes, were you accepted as a Love United Iredell participant last year?

Choices

Yes
No

If you answered yes, did you send your results in ?

A Project Impact Report (PIR) is required to be completed and submitted to the LUI committee showing the outcome of your project and the impact it had on your target clients.

Choices

Yes
No

Project Information

Name of Project*

Character Limit: 250

Project Description

Provide a brief description of your project. We will share this explanation with the public, so please create it with that in mind.

Character Limit: 1000

Primary Area of Impact for this Project*

Check one

Choices

Education
Financial Stability
Health

If there would be Volunteer Opportunities as part of this project, please explain in detail.

Character Limit: 5000

If In-Kind Donations are part of this project, please explain in detail.

Character Limit: 5000

If there are physical donation items people can give to help with your project, please list them.

Character Limit: 5000

How can the public support your project?

Character Limit: 5000

What other projects are going on with your organization?

Provide information if there are other projects your organization has planned for the upcoming year that will need fund raising, and how you intend to find those resources.

Character Limit: 5000

Staff availability*

Will members of your staff or Board of Directors be available to give presentations to target donor groups in the community if requested? This may include members of local media for radio, TV or print publications.

Choices

Yes

No

Student opportunities*

Are there opportunities for individual students to become involved or educate publicly on behalf of your agency?

Choices

Yes
No

If you answered Yes, please explain in detail.

Character Limit: 5000

Budget Information

Project Budget Goal Dollar Amount*

The typical LUI Project budget is $5,000 or less. Projects exceeding this amount will be reviewed on a case-by-case basis to assess feasibility within program guidelines.

Character Limit: 20

Budget Expectations*

Please upload a copy of your project budget. List your line items and their costs in broad categories as well as any income you are expecting (fund raising, in kind donation value). Here is an example of a simple budget form - but yours may look different. Format can be doc, docx, xlsx, or pdf.

Organization Name:

_____

Project Expenses:	
TOTAL:	**0**

Project Income:	

TOTAL:	**0**

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

File Size Limit: 2 MB

Client Information

What are the primary needs of the clients your organization serves?*

Character Limit: 250

Describe your organization's primary client population.

Check all that apply. Note: if selected as a LUI 2027 project you will be required to report on actual demographic data of clients served at the completion of the project timeframe.

Choices

African American/Black
Native American
Asian
Caucasian/Anglo (White)
Latino (Hispanic)
Other or Bi-Racial

Will this be the same population as the targeted fundraising effort?*

Choices

Yes
No

How many clients' lives will be directly affected by this funding if your goal is met?*

Character Limit: 250

Video & Photo Requirements

Video Submission Guidelines

Videos can be uploaded to a shared folder at **https://bit.ly/LUI27APP** or emailed to: lwahlberg@uwiredell.org

As part of your *Love United Iredell 2027* application, each nonprofit agency is asked to submit a **2-minute video** highlighting your proposed project. This video gives you the opportunity to

share your story, your mission, and the impact your project will have on our community.

Format & Style

- Your video should be **recorded on a cellphone** or created using an application of your choice like Powerpoint **with a voiceover**.
- We are **not looking for professional-grade production** — authenticity and clarity matter most.
- Feel free to get **creative** in how you tell your story! Use visuals, photos, testimonials, or graphics if they help bring your project to life.

What to Include

In your 2-minute video, please clearly share:

- **Your Agency Mission** – What drives your organization's work?
- **Project Overview** – What is your proposed project and what community need does it address?
- **Community Impact** – Who will benefit from this project, and how will it make a difference in their lives?
- **Funding Goal** – What is the **total amount you are seeking to raise** through *Love United Iredell 2027*?

Tips for Success

- Keep your message **focused and heartfelt**.
- Speak **directly to the camera** or use your **voiceover** to connect with viewers.
- Share **real stories or examples** that illustrate your project's potential impact.
- Make sure your **audio is clear** and your **video is well-lit**.
- Videos used to share as a **REEL** are best shot **vertical.**
- Videos used to share on a **social media post** are best shot **horizontal**.

Character Limit: 250

Photos

Please provide 3 to 5 photos which represent your clients or agency.

NOTE: The system has upload limitations, so you can also upload photos to the LUI shared folder at

https://bit.ly/LUI27APP or email them to: lwahlberg@uwiredell.org.

File Size Limit: 2 MB

Expectations & Acceptance

MANDATORY COMPLETION CHECKLIST:

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

If you were not able to upload videos or pictures due to system file size restrictions, they can be uploaded to a shared folder at ***https://bit.ly/LUI27APP*** *or emailed to: lwahlberg@uwiredell.org.*

Terms of Campaign Acceptance - Financial Accountability

- United Way of Iredell County will collect and process all donations.
- Recipient organizations may not accept donations directly on behalf of their LUI project and any funds not directed through United Way of Iredell County will not be eligible for any potential matching, or bonus dollars.
- Donations must be made online or by cash, check, or through transfers of stock to the United Way of Iredell County.
- 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.
- Financial gifts should not be payments on existing pledges, payments for tuition or tithing.
- All public contributions must be submitted to United Way of Iredell County by March 1, 2027.
- Matching funds or prizes, if they become available, will be allocated proportionately based upon the total amount of donor designations.
- LUI project fund distributions will be made no later than March 15, 2027, and should be used by September 1, 2027.
- Each gift is 100% tax-deductible and irrevocable.

EXPECTATIONS:

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

- Attend LUI Orientation meeting on a date to be announced in January 2027. Details of this event will be sent to all organizations selected to participate in LUI 2027.

- 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.**
- A LUI Committee member can be assigned to your project as a Mentor if you choose. It's highly recommended that you take advantage of your Mentor's advice and assistance during the month of February as needed.
- Outreach activities:
    - Commit to making consistent social media posts during the campaign. Best practice is to average at least one post per day with the hashtag ***#LoveUnitedIredell*** included.
    - 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. (Best Practice is to make these fun and engaging with your audience)
    - Share related press releases and interviews as selected by media outlets.
    - Participate in interviews about your project as requested – radio and television.
    - Personally acknowledge and engage all donors with a thank you to follow-up after the event.
- Data provided in this application may be used in the promotional content and materials for the Love United Iredell program.
- 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.
- Funded projects must be completed within 6 months or by September 1. If you are selected as a LUI participant, you are expected to complete an online Project Impact Report (PIR) via the United Way's application system no later than **September 1, 2027 (the Deadline).** During the LUI 2027 orientation held in January, you will be provided information about what will be required in the PIR so you can make sure to keep track of that data during your project. An email notification will be sent to your organization's listed contact email with a link to the PIR in April of 2027. ***If you do not submit the Project Impact Report by the deadline, you may not be eligible to participate in the next cycle of Love United Iredell.***

Love United Iredell 2027 Agreement*

On behalf of my organization, I agree with all the above and commit to the entirety of Love United Iredell 2027.

Choices

I Agree