

2021 Community PROGRAM Grant Application

PROGRAM/INITIATIVE

Program Type

- Service Delivery
- Social & System Change

Organization Name (Legal Name)

Organization Name (Operating/Public Name) if different from above

1. Program/Initiative name:

2. Which region will your program/initiative serve?

Select more than one area, but only if your program is intentionally targeting the area.

- Toronto
- Peel Region
- York Region
- Georgina Island First Nation (if this choice is selected, you do not need to select anything under York in question 3)
- GTA/Region-wide

3. In which Municipality/City will you provide the service?

Select all that apply

Toronto

- East York
- Etobicoke
- North York
- Old City of Toronto
- Scarborough
- York
- City-wide

Peel Region

- Brampton
- Caledon
- Mississauga
- Region-wide

York Region

- City of Markham
- City of Richmond Hill
- City of Vaughan
- Town of Aurora
- Town of East Gwillimbury
- Town of Georgina
- Town of King
- Town of Newmarket
- Town of Whitchurch-Stouffville

Region-wide


 **4. How do you expect to deliver the program/initiative during the pandemic and post pandemic?**

 **During the Pandemic**

- Virtually
- In-person
- Both virtually and in-person
- In clients' home


 **Post Pandemic**

- Virtually
- In-person
- Both virtually and in-person
- In clients' home


 **5. If the program/initiative is going to be offered in-person, provide the address and postal code of the location(s). If the location(s) is/are confidential, you are not required to provide this information.**



Address	City	Postal Code
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 If you did not enter program locations above, select the reason below.

- Confidential location
- We are only operating virtually at the present time

 **6. Is this program/initiative focused on serving any of these Toronto neighbourhoods? You can access a map of the neighbourhoods here: [City of Toronto Neighbourhood Map](#)**

Select all that apply **Note: If you chose "City-wide" under Toronto in question 3, you can skip this question.**




- Agincourt North
- Agincourt South-Malvern West

- Alderwood
- Annex
- Banbury-Don Mills
- Bathurst Manor
- Bay Street Corridor
- Bayview Village
- Bayview Woods-Steeles
- Bedford Park-Nortown
- Beechborough-Greenbrook
- Bendale
- Birchcliffe-Cliffside
- Black Creek
- Blake-Jones
- Briar Hill-Belgravia
- Bridle Path-Sunnybrook-York Mills
- Broadview North
- Brookhaven-Amesbury
- Cabbagetown-South St. James Town
- Caledonia-Fairbank
- Casa Loma
- Centennial Scarborough
- Church-Yonge Corridor
- Clairlea-Birchmount
- Clanton Park
- Cliffcrest
- Corso Italia-Davenport
- Danforth
- Danforth East York
- Don Valley Village
- Dorset Park
- Dovercourt-Wallace Emerson-Junction
- Downsview-Roding-CFB
- Dufferin Grove
- East End-Danforth
- Edenbridge-Humber Valley
- Eglinton East
- Elms-Old Rexdale
- Englemount-Lawrence
- Eringate-Centennial-West Deane
- Etobicoke West Mall
- Flemingdon Park
- Forest Hill North
- Forest Hill South
- Glenfield-Jane Heights
- Greenwood-Coxwell
- Guildwood
- Henry Farm
- High Park North
- High Park-Swansea
- Highland Creek
- Hillcrest Village
- Humber Heights-Westmount
- Humber Summit
- Humbermede
- Humewood-Cedarvale
- Ionview
- Islington-City Centre West

- Junction Area
- Keelestdale-Eglinton West
- Kennedy Park
- Kensington-Chinatown
- Kingsview Village-The Westway
- Kingsway South
- Lambton Baby Point
- L'Amoreaux
- Lansing-Westgate
- Lawrence Park North
- Lawrence Park South
- Leaside-Bennington
- Little Portugal
- Long Branch
- Malvern
- Maple Leaf
- Markland Wood
- Milliken
- Mimico (includes Humber Bay Shores)
- Morningside
- Moss Park
- Mount Dennis
- Mount Olive-Silverstone-Jamestown
- Mount Pleasant East
- Mount Pleasant West
- New Toronto
- Newtonbrook East
- Newtonbrook West
- Niagara
- North Riverdale
- North St. James Town
- Oakridge
- Oakwood Village
- O'Connor-Parkview
- Old East York
- Palmerston-Little Italy
- Parkwoods-Donalda
- Pelmo Park-Humberlea
- Playter Estates-Danforth
- Pleasant View
- Princess-Rosethorn
- Regent Park
- Rexdale-Kipling
- Rockcliffe-Smythe
- Roncesvalles
- Rosedale-Moore Park
- Rouge
- Runnymede-Bloor West Village
- Rustic
- Scarborough Village
- South Parkdale
- South Riverdale
- St.Andrew-Windfields
- Steeles
- Stonegate-Queensway
- Tam O'Shanter-Sullivan
- Taylor-Massey

- The Beaches
- Thistletown-Beaumont Heights
- Thorncliffe Park
- Trinity-Bellwoods
- University
- Victoria Village
- Waterfront Communities-The Island
- West Hill
- West Humber-Clairville
- Westminster-Branson
- Weston
- Weston-Pelham Park
- Wexford/Maryvale
- Willowdale East
- Willowdale West
- Willowridge-Martingrove-Richview
- Woburn
- Woodbine Corridor
- Woodbine-Lumsden
- Wychwood
- Yonge-Eglinton
- Yonge-St.Clair
- York University Heights
- Yorkdale-Glen Park

 **Program/Initiative Description**

 **7. Provide a brief summary of your program/initiative including the difference it will make in the lives of clients/communities served. TIP:** Describe the overall program; you will have an opportunity to expand on this in later questions on objectives and activities.



 **8. Specify the target population(s) the program/initiative is intentionally designed to serve.**

9. Does your program/initiative focus on addressing the needs of people living in or at risk of poverty?



TIP: Provide a summary of the research/data you are using, do not just name the data source or research report. If this program/initiative operates in a higher income neighbourhood, explain how you are reaching those living in or are at risk or poverty. The strongest responses to this question will provide internal data (i.e., evidence from program users such as percentage of clients receiving government assistance or a case study) and/or external GTA-based evidence about the target population's risk of experiencing poverty.

- Yes
- No

HA a) If yes, provide a summary of the evidence

HA b) If no, explain how United Way funds will be used to support people living in poverty.

HA 10. How do you intentionally reach people living in or at risk of poverty and decrease barriers to access?

TIP: The outreach methods described should show you understand how best to connect and communicate with the people the program/initiative is designed to serve including community ambassadors, word of mouth, flyers, social media, website, networks etc.

HA 11. What service need/gap or opportunity will your program/initiative address?

TIP: A strong response includes evidence of the need/gap or opportunity.


HA 12. State the program/initiative's objectives.

TIP: Objectives are concise and clear statements that describe the intended results or the purpose of the program/initiative. These should be measurable.



13. What are the main activities of the program/initiative?

TIP: Be sure to be specific about what the actual activities are, how you implement them, frequency and duration, and how the activities work together to achieve your intended objectives. Include type and frequency of activity (e.g., 25 virtual counselling sessions, phone, video or in-person per week, offered Monday - Friday 10:00am - 4:00pm).


 **14. How is your program/initiative designed to incorporate proven or good practices so that you know the activities are the best way to have a positive impact for participants (e.g., models of successful programs/strategies from other places, evaluation data that shows your program/initiative or similar programs/initiatives are impactful)?**

NOTE: If you select Inclusive Employment as your issue area in question 15 below, include a description of how your program/initiative takes a workforce development approach.

 **15. Which issue area does this program/initiative fit under? Select only one of United Way's issue areas from the list below.**

TIP: Select the area that best describes the work of this program/initiative. While programs/initiatives often address multiple needs across different groups, for our funding and reporting purposes we need to be able to categorize each funded program/initiative into one area. You should choose the area where your key outcomes are most aligned to United Way's issue area descriptions as outlined on our website. **Click here to see issue area descriptions.**


- Aging in Community
- Community Development
- Early Learning and Parenting
- Food Security
- Gender-Based, Intimate Partner and Family Violence
- Housing and Homelessness
- Inclusive Employment
- Living Independently
- Mental Health and Addictions
- Middle Years
- Settlement
- Youth Development

 **16. Is this program/initiative new, sustaining or expanding/enhancing?**

- New
- Sustaining (the program/initiative is already in operation and this funding will allow it to be sustained at its current level)
- Expanding or enhancing

 **Describe your agency's previous experience in working with the target population(s) and/or running similar programs/initiatives within the past 2 years.**

TIP: Organizations must have a proven record of success with serving the program/initiative's target population or with providing a similar initiative with a different target group. New programs/initiatives or expansions should aim to align with one of United Way's

 **How have you modified the program/initiative in the past 18 months during the pandemic and what challenges have you faced?**

 **Are you currently funded for this program/initiative by United Way?**

- Yes
- No


Identify the United Way funding you are receiving for this program/initiative.

Select all that apply

- Community Services Sector (CSS) Program funding
- Building Strong Neighbourhoods Strategy (BSNS) funding
- Youth Success Strategy (YSS) funding
- Inclusive Employment, including the Toronto Enterprise Fund
- United Way COVID-19 Emergency Fund
- Other _____

 **Is the funding you are requesting replacing other sources of funding or will it complement other sources of funding?**

- Replacing other sources of funding
- Will complement other sources of funding

 **How will the program/initiative be enhanced or expanded as a result of this application (e.g., adding a component, serving more people)?**

 **17. Is this a collaborative program/initiative (one application on behalf of two or more partners)?**

TIP: Collaborative programs/initiatives are those jointly implemented by more than one organization. The partner organizations will have worked together to develop the program/initiative and funding will be shared between the partners. All partner organizations will contribute essential components of the program/initiative. A program/initiative is not considered collaborative if it is run by one organization and other organizations provide assistance. In these situations, partner organizations are unlikely to receive funding through the program/initiative. A partnership agreement may be required if the program/initiative is approved for funding. The partnership agreement must be detailed and include clear collective goal(s), roles and responsibilities of each partner, measures of success and decision-making and conflict resolution processes, as well as a description of how funds will be disbursed to partners.


- Yes
- No

 **List the co-applicants (United Way staff may contact them as part of the review process):**

Organization Name	Contact Person	Email
_____	_____	_____

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Phone Number


 **18. Is this program/initiative linked to other applications to this funding stream as part of a systems initiative (i.e., separate organizations working together in a coordinated way towards a common goal)?**

- Yes
- No

 **List the organizations, name of the program/initiative, contact person name and email.**

Organization Name	Program/Initiative Name	Contact Person
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Email

 **19. If other organizations or stakeholders are providing a similar initiative to the one you are proposing in the same geography or for the same population, identify them and explain why this is not a duplication or how they will work in a complementary way.**

TIP: When identifying similar initiatives, name the actual program/initiative and organizations that deliver them. Your response should show how you know your initiative does not duplicate other initiatives.

 **Reconciliation and Equity**


United Way's Vision for RECONCILIATION AND EQUITY: *Communities where Indigenous sovereignty is honoured; where people's unique identities, experiences, and voices are valued, celebrated, and protected; and where all have the resources and social capital to ensure their wellbeing and prosperity.* In recognition of the varying needs of service users from diverse populations and in order to better identify and address service inequities, United Way is collecting socio-demographic data regarding the populations served by our funded agencies and/or agencies applying for funding.

 **Social Identity Data About Program/Initiative Participants**

Social identity data is an important equity and planning tool. It helps funders and agencies understand who is accessing agency programs/initiatives and identify and address service inequities. The collection of demographic data across funded agencies will allow United Way to measure and monitor equitable access for participants, thereby allowing us to develop strategies to address any identified inequities. For example, although the global pandemic was initially thought to impact everyone equally, trends in the spread of COVID-19 have exposed systemic inequalities in society. It is through social identity data that governments were able to confirm the perception that racialized and low-income communities are disproportionately impacted by the pandemic. Collecting race-based data on testing, infection, and mortality rates has allowed for evidence-based decision making, has important implications for the allocation of resources, and contributes to the understanding of how economic inequality has affected the ability of racialized communities to be able to withstand the impacts of this pandemic.

 **20. Does your organization currently collect social identity information from participants? (e.g., racial identity, sexual orientation, etc.)**

- Yes
- No

 **21. How will you collect this data for this program/initiative (e.g., intake forms/registration, point in time count, survey, etc.)?**

22. Identify the primary (maximum 3) racial groups this program/initiative is intentionally designed to benefit.


- Arab, Middle Eastern or West Asian (examples: Afghan, Armenian, Iranian, Lebanese, Persian, Turkish)
- Black (examples: African, African Canadian, Afro-Caribbean, Afro-Latin)
- East Asian (examples: Chinese, Japanese, Korean)
- Indigenous: First Nations status, non-status, Inuit, and/or Métis)
- Latin American (examples: Brazilian, Colombian, Cuban, Mexican, Peruvian)
- South Asian or Indo-Caribbean (examples: Indian, Indo-Guyanese, Indo-Trinidadian, Pakistani, Sri Lankan)
- Southeast Asian (examples: Filipino, Malaysian, Singaporean, Thai, Vietnamese)
- White (examples: English, Greek, Italian, Portuguese, Russian, Slovakian)
- Other: _____

23. Identify the primary (maximum 3) ethnic/cultural groups this program/initiative is intentionally designed to benefit.

The list below includes the 50 largest ethnic groups as reported in the 2016 Census for Toronto CMA (Census Metropolitan Area). You can access the full list here

- Canadian
- English
- Chinese
- East Indian
- Irish
- Scottish
- Italian
- Filipino
- German
- French
- Polish
- Portuguese
- Jamaican
- Ukrainian

- Russian
- Pakistani
- Sri Lankan
- British Isles origins
- Spanish
- Greek
- Dutch
- Iranian
- Vietnamese
- Korean
- Other African origins
- Hungarian
- Jewish
- Guyanese
- First Nations (North American Indian)
- Welsh
- Romanian
- South Asian origins
- American
- Punjabi
- West Indian
- Trinidadian/Tobagonian
- Afghan
- Tamil
- Croatian
- Egyptian
- Serbian
- Austrian
- Lebanese
- Iraqi
- Macedonian
- Japanese
- Somali
- Colombian
- Bangladeshi
- Arab

 **If your target population does not fit in any of the above, then specify under 'Other'.**


1 _____

2 _____


3 _____

 **24. Is this program/initiative intentionally designed to reach Indigenous peoples?**

- Yes
- No

 **Select all that apply:**

- Indigenous All
- First Nations (status, non-status)
- Inuit
- Métis

 **25. Is this program/initiative intentionally designed to reach individuals that identify as persons with a disability (including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment – or a functional limitation - whether permanent, temporary or episodic in nature or evident or not)?**

You can access Accessible Canada Act, 2019's definition of disability here

- Yes
- No

26. Is this program/initiative intentionally designed to reach people with specific gender identities?

- Yes
- No

Select all that apply:

- Women or Girls
- Men or Boys
- Intersex
- Trans women
- Trans men
- Gender non-binary (including gender fluid, genderqueer, androgynous)
- Two-spirited
- Other: _____

27. Is this program/initiative intentionally designed to reach people with specific sexual orientations?

- Yes
- No

Select all that apply:

- Heterosexual or Straight
- Bisexual
- Gay
- Lesbian
- Queer
- Two-Spirited
- Other: _____

28. Is this program/initiative intentionally designed to reach people with specific immigration statuses?

- Yes
- No

Select all that apply:

- Canadian Citizen
- Landed Immigrant
- Temporary Foreign Workers
- International Students
- Refugee Claimants
- Undocumented/Non-status Migrants
- Non-permanent Seniors (on Super Visas)

29. How are the principles of diversity, equity and reconciliation, and inclusion embedded in this program/initiative?

Select all that apply

- Program staff and volunteers reflect the population served/benefitted
- Program design reflects perspectives of target population
- Activities embed an equity and/or anti-oppression lens
- Program staff are trained to understand and address systemic oppression faced by intended beneficiaries
- Other: _____

30. How are members of the community, vulnerable population(s), or people with lived experiences of those your organization aims to support involved in the design, planning, implementation and evaluation stages of this program/initiative?

select all that apply

- Informed the program/initiative design (e.g., through a consultation, needs assessment, survey)
- As staff
- As volunteers
- None of the above
- Other: _____

Impact and Evaluation

31. Was this program/initiative running over the past year?

- Yes
- No

Indicate the number of unique individuals served by this program/initiative from April 1, 2020 to March 31, 2021.

TIP: Unique individuals are the individual people who access the program/initiative. Each unique individual is counted only once, no matter how many times they come to the program/initiative during the service period. For example, if 1 client visited the program 30 times, they should be counted as 1 unique individual. Enter the number without commas (e.g., 5000 not 5,000).

32. Indicate the number of unique individuals you expect your program/initiative to serve annually:



TIP: If the number of unique individuals you expect your program/initiative to serve will vary year over year over the 3-year term, then use the average number of unique individuals you expect to serve per year. Enter the number without commas (e.g., 5000 not 5,000).

33. List the specific outcomes for your program/initiative. These should be unique to your program/initiative but should



also relate to your objectives as well as align to the key outcomes outlined under the appropriate United Way issue area. Only include outcomes you do/will collect data on.

Click here to see issue area descriptions. **TIP:** Outcomes are measurable effects or changes resulting from program/initiative activities or services (e.g., 15 of 20 participants in an English program for newcomers increase language knowledge and progress to the next language level; or a multi-sector initiative will increase access to decent work for 100 racialized women). Outcomes can be either quantitative or qualitative and identified at different levels, such as individual, family, agency, community, or system level.

Quantitative outcomes are outcomes that can be described in numbers. Qualitative outcomes are non-numerical information that can be observed, described or written and analyzed by themes. Both can also be identified within different timeframes, such as short-term, intermediate or long-term.

 **34. Describe your planned program/initiative's evaluation activities (include methods, frequency).**

TIP: Evaluation is defined as the systematic assessment of a program/initiative which includes the collection and analysis of qualitative and/or quantitative data. It looks at whether the program/initiative is achieving its intended objectives, explores why or why not, and the implications for the organization. It may also include exploration of unintended outcomes.

 **34a. If this is an existing program/initiative, describe your most recent results.**


 **35. How do you use evaluation findings to adapt/adjust the program/initiative?**

TIP: Strong responses will demonstrate how you have changed and/or improved the program/initiative as a result of evaluation findings. For new programs/initiatives, strong responses will demonstrate how evaluation findings will be used to change and/or improve the program/initiative in the future.


 **Grant Requested**

 **36. How much are you requesting from United Way on an annual basis for this program/initiative?**

 **37. Overall, what is the total program income from all sources?**

 **38. What are the specific uses for the funding? Specify if the funds will be used for a specific component of a larger program/initiative.**

Include a breakdown of costs (e.g., hourly wage x number of staff x number of hours; food costs; equipment purchased or rented)

 **39. List staff positions to be covered by United Way for this program/initiative (specify position title, full-time equivalent (FTE) and amount requested).**

Position Name	FTE	Amount Requested (Do not use commas, \$ sign or decimals e.g., enter as 20000)
---------------	-----	--

_____	_____	_____
-	-	-
_____	_____	_____
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_____	_____	_____
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_____	_____	_____
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_____	_____	_____
-	-	-
_____	_____	_____
-	-	-

40. Will the proposed activities be provided if granted a lesser amount?

- Yes
- No

a. What minimum \$ amount per year is required to run the program/initiative?

b. What modifications would be made if a lesser amount is granted?

41. Program/Initiative Budget

You are required to complete a Budget Template. [Click here to download the Budget Template](#)

Authorization and Confirmation

Are you the Executive Director or Chief Executive Officer of the applicant organization?

- Yes
- No

I confirm that this application has been reviewed by the Executive Director/Chief Executive Officer of the organization and I have been granted the permission to submit this application on behalf of the organization. (If information is found to be inaccurate, in part or in whole, funding could be withdrawn.)

- Yes
- No

I declare the information provided in this application to be accurate and complete and complies with the eligibility criteria found in the guidelines. (If information is found to be inaccurate, in part or in whole, funding could be withdrawn.)

- Yes
- No

Application Confirmation

Name _____

Position _____

Email _____

 **REMEMBER: YOU NEED TO ALSO COMPLETE AN ORGANIZATIONAL HEALTH APPLICATION (OHA) IN ADDITION TO A COMMUNITY PROGRAM GRANT APPLICATION. APPLICATIONS ARE DUE OCTOBER 15 BY 5:00 P.M.**