



## **2024 Community Program Grant (CPG) Stream Funding Call**

### **PARTNERSHIP EXPECTATIONS**

The following partnership expectations will apply to organizations that are selected for funding under the United Way Greater Toronto's (United Way) Community Program Grant (CPG) Stream:

#### **Fundraising Restrictions**

- The Agency recognizes that Workplace Employee Giving Campaigns are a signature fundraising activity United Way engages in to raise funds for the community service sector. Therefore, the Agency will not approach corporations or other organizations on United Way's "Funder's Protected Companies List" including their respective corporate head office, local branches, and foundations, to solicit donations from employees through their workplace. (Note: United Way will review and update this list annually and share it with agencies).
- The Agency may run special events targeted to the general public during any point of the year including United Way's Annual Campaign period between September 1 and November 15, as long as the following conditions are met:
  - The event does not take place on the same day as the United Way's Annual Campaign Kick-Off event or major fundraising events.
  - The Agency informs United Way of its event date and scope.
- The Agency will have the option to raise funds for United Way through a United Way campaign for the employees and volunteers of the Agency or contribute to the United Way campaign through a special event.

#### **Contributions to United Way's Annual Campaign**

- The Agency will actively support United Way's efforts to raise funds for community services by presenting to donors, sharing data, and reporting on impact throughout the year and engaging the Agency's staff and community in United Way's Annual Campaign or special events when requested.
- The Agency is encouraged to run its own internal Workplace Employee Giving Campaign to contribute to United Way's efforts to fundraise for the community service sector and to raise awareness about United Way among its staff and volunteers. The Agency agrees not to encourage its staff, volunteers, or board members to designate donations raised by such a campaign to the Agency.
- The Agency will work with the United Way to develop new donor engagement opportunities and will participate in some of the current initiatives, as requested by United Way, such as providing:
  - Video, stories and photo content (where appropriate);
  - Impact numbers for the funded Program(s);

- Testimonials about the funded Program(s) from staff, volunteers, and clients (where appropriate); and
  - Donor Engagement experiences such as Agency Tours, Days of Caring, Speakers Bureau, events, webinars, and panels related to the funded Programs.
- The Agency will consult on the sector and city-wide initiatives with United Way (on a case-by-case basis, depending on issues and opportunities).
  - United Way may ask the Agency to participate in some of the following:
    - Connecting United Way to Program participants or clients to participate in media, events or donor engagement activities when requested; and
    - Providing access to space for meetings, events and/or media shoots (where appropriate).

## **Promotion**

- The Agency will actively promote its work and partnership with United Way through online, earned media, social media, or other promotional opportunities.
- The Agency agrees to have information about its organization and funded Program(s) available on United Way's website and included in United Way's promotional materials. The Agency will seek permission from individuals for any stories or testimonials shared with United Way.
- Use of United Way's Logo:
  - The Agency may be provided a sign to display in the location where the funded Program(s) is being carried out and, with United Way's consent, may place its logo in other visible physical or virtual locations.
  - The Agency will place United Way's logo on the funded Program(s) page of its website.
  - The Agency will place United Way's logo or wordmark on the funded Program(s) reports and other Program-related communication materials.
  - The Agency will contact United Way in advance if it wants to use United Way's logo on research or advocacy campaigns, materials, or events and will use lettering that conforms to the standards currently in use by United Way.
- United Way may, from time to time, require approval of all materials which include its logo and/or name.
- The Agency will be asked to review and update its 211 profile as changes occur and at a minimum annually by December 31 of each year.

## **Reporting and accountability**

- The Agency will be requested to report annually to United Way on the outcomes and impact of the funded Program(s) and use of United Way funds as outlined in funding agreements.