

## UNITE CHARLOTTE FUND 2021 Letter of Interest (LOI)

Letter of Interest must be received by noon on Monday, June 1, 2020

### Background

Unite Charlotte, established in response to the unrest in Charlotte in September 2016, supports programs and organizations focused on building trust and creating opportunities in Mecklenburg County, NC. Building upon the findings and recommendations published in the [Charlotte-Mecklenburg Opportunity Task Force report](#) ([www.leadingonopportunity.org](http://www.leadingonopportunity.org)), funded projects will align with United Way of Central Carolinas' strategy of improving economic mobility and racial equity for all ([www.uwcentralcarolinas.org](http://www.uwcentralcarolinas.org)). Unite Charlotte specifically focuses on supporting new and/or grassroots organizations offering innovative solutions to improve racial equity and economic mobility. A diverse committee representing funders, the faith community, education, and community leaders will review grant applications and make final recommendations to United Way for grant awards.

Unite Charlotte makes one-year grant awards typically averaging \$5,000 – \$25,000 to organizations with budgets under \$250,000. However, grant awards could be more or less based on the decision of the grant-making committee, and grant awards will be based on funding availability. Limited technical assistance will be provided, if requested, to assist organizations in completing their application.

### Organization Eligibility

To be eligible for consideration, applicants and programs requesting funding must meet the following minimum requirements:

- Applicant must be a 501(c)(3) organization with an annual budget under \$250,000. Applicants who do not have 501(c)(3) status may apply under a fiscal sponsor organization
- Program/project must be offered in Mecklenburg County
- Potential recipients of and participants in funded programs and services must have access to and receive services without regard to race, sex, education, ethnicity, socio-economic status, religion, ability/disability, sexual orientation, gender self-identification, age, country of origin, first language, marital status, or citizenship
- Funded programs and services must not be used to proselytize (religious promotion/attempts to convert) directly or indirectly on behalf of any religious faith, doctrine, or belief
- Previous Unite Charlotte grantees are not eligible for funding through the LOI process
- Applicant leadership, staff and board must reflect the community(ies) that the organization serve(s)

### Expectations

- Consider financial contribution to United Way's annual campaign
- Serve as an Ambassador/Community Advocate on behalf of the United Way
- Complete Unite Charlotte's Capacity Building program (**no exceptions**)
- Deliver program as described (advise UWCC if there are any obstacles or a significant change)
- Program/project leverages partnerships and other resources

## Funding Priorities

Unite Charlotte will prioritize grant awards for applicants that demonstrate *most* of the following characteristics:

### *Economic Mobility*

Program/project goals and outcomes focus on improving economic mobility for all through initiatives that specifically address racial equity, poverty, civil rights and/or access and inclusion for historically underrepresented or marginalized groups.

### *Social Capital*

Program/project goals bring our community together to deepen understanding and trust and build social capital for individuals and/or organizations. Program/project will work with identified groups of people who are connected by geography, interest or affiliation to understand and address issues affecting them.

### *Racial Equity Advocacy*

Program/project works to improve racial equity and address barriers to accessing and fully capitalizing on benefits offered by institutions/systems designed to improve economic mobility.

### What Unite Charlotte WILL Fund:

- General operating expenses
- Capacity building
- Innovation

### What Unite Charlotte WILL NOT Fund:

The following are examples of projects that Unite Charlotte typically WILL NOT fund:

- Direct donations or grants to individuals
- For-profit organizations
- Capital or fundraising campaigns
- Operating expenses for direct service youth programs, including afterschool or summer camp programs—however, funds for capacity building for such programs/organizations may be requested
- Political campaigns
- Projects with exclusively religious purposes
- Programs that do not focus on human services
- Programs that do not specifically serve Mecklenburg County

### **Additional Considerations**

- Grant awards will be made based on the likelihood the proposed project advances the objectives described in the focus areas.
- Technical assistance will be provided, if requested, to assist organizations in completing their application.

**[CLICK HERE TO SUBMIT LETTER OF INTEREST](#)**