

United Way of Johnson & Washington Counties Partnership Enrollment Guidelines

Application Deadline: April 30, 2026

Overview

United Way of Johnson & Washington Counties unites in purpose to improve lives by mobilizing the caring power of our community. One way we fulfill this mission is through partnership with health and human service organizations whose work aligns with priority needs and goals identified in the [2025 Community Needs Assessment](#).

Organizations interested in partnership must demonstrate a commitment to high-quality service delivery, strong governance, equitable access, and measurable community impact. Partner Agency status is required to apply for United Way funding, though partnership does not guarantee grant awards.

Eligibility Criteria

Organizations applying for Partner Agency status must:

- Operate in accordance with IRS guidelines for 501(c)(3) organizations and applicable state regulations.
- Be governed by an active, volunteer board of directors that meets at least four times annually.
- Demonstrate strong fiscal management and pursue diverse funding sources.
- Deliver programs that:
 - Align with the 2025 Community Needs Assessment Goals,
 - Reflect best practices or evidence-based models, and
 - Produce measurable, positive outcomes for people served.
- Uphold a non-discrimination policy and ensure equitable access to services.

Organizations will not be eligible if they discriminate on the basis of race, color, ethnicity, national origin, religion, creed, disability, age, gender, gender identity, sexual orientation, marital status, socioeconomic status, or immigration status.

Review Considerations

Applications are evaluated on:

- Alignment with the 2025 Community Needs Assessment Goals
- Identification of and responsiveness to community service gaps
- The availability of United Way resources
- The presence of similar services in the community
- Organizational financial health and sustainability

If approved, partners may apply for funding during the next United Way grant cycle.

Application Requirements

All current and prospective Partner Agencies must (re)apply for partnership. The application must be filled out through the UWJWC [e-CImpact portal](http://agency.e-cimpact.com) (agency.e-cimpact.com, Organization Code 17300U) Agencies who already have an account through e-CImpact may use their normal log-in; new applicants must create an account.

Applicants must submit the following materials for review by the Community Impact Committee and the United Way Investment Council:

1. Narrative Application

Submit written narratives including:

- **Organizational History & Purpose**
Overview of the agency's history, mission, and core activities.
- **Alignment With United Way Focus Areas**
Explanation and rating of how the agency's mission and services align with the 2025 Community Needs Assessment Goals and United Way's four focus areas:
 - Healthy Communities
 - Financial Stability
 - Youth Opportunity
 - Community Resiliency
- **Equitable Access**
Description of target populations, any fees for services, and the organization's efforts to ensure equitable and culturally responsive access.
- **Program Impact**
Description of service capacity, demand trends, and impact outcomes
- **Organizational & Financial Stability**
Summary of financial position and organizational capacity, governance, and sustainability.
- **Partnership & Community Engagement**
Explanation of why the agency is seeking partnership with UWJWC, and description of agency's use of volunteers.

(See pages 4-6 for the full list of Narrative Question)

2. Program Impact & Outcomes

Submit current data and documentation demonstrating:

- Individuals served, Services Delivered
- Outcomes achieved
- Demographic Information
- Alignment with the 2025 Community Needs Assessment

3. Financial and Governance Documents

Submit required information and documentation including:

- Current fiscal year organizational budget, including all funding sources
- Agency Salaries and Benefits Overview
- Most recent audit or financial review
 - Audits or financial statements for the past three years, including any management letters
 - Budget Ranges and Required Financial Documents
 - Less than \$250,000: In house year-end financial statement signed by Partner Agency Director and Board President
 - \$250,001 - \$1,000,000: Annual review by certified public accountant
 - \$1,000,001 and over: Annual Audit level statement
 - Agencies with fewer than three years of operation may be eligible for special consideration
- IRS 501(c)(3) determination letter
- Evidence of current and good standing with state nonprofit registration and tax exemption
- Current bylaws
- Written fiscal policies and procedures
- Non-discrimination policy
- Personnel policies
- Qualifications and/or Job Description for Director Level Positions
- Evidence of insurance coverage, including bonding; directors and officers; liability; vehicle (if applicable); property; and professional liability

4. Board Materials

Submit requested materials including:

- List of current officers and board members
- A Letter of Intent requesting Partner Agency status, signed by the Board Chair, affirming the organization's commitment to become a United Way Partner Agency.

Questions?

Contact United Way

info@unitedwayjwc.org

319-338-7823

United Way Partnership Application Narrative Questions

*(This section is provided to aid agencies in preparing their applications.
Final answers must be submitted through the [e-CImpact portal](#).)*

Organizational Overview & Community Context

- 1. Mission & Organizational Purpose:** Provide your organization's mission statement. In 2-4 additional sentences, briefly describe your core purpose and the primary problem(s) your organization exists to address in Johnson and Washington Counties.
- 2. History:** Provide a concise overview of your organization's history, including year founded and key milestones.
- 3. Community Need** Briefly describe the community need(s) your organization addresses locally. other organizations providing similar services, how you collaborate or differentiate within this landscape, and any unmet gaps your organization helps fill. Opportunity for more detailed description of services will be available in a later portion of this application.
- 4. Service Landscape:** What other organizations provide similar services?
- 5. Collaboration:** Describe how you collaborate or differentiate within this landscape.
- 6. Unmet Needs:** Describe unmet needs or gaps your organization helps fill.

Alignment With the 2025 Community Needs Assessment Goals & United Way Focus Areas

Describe how your organization's services and activities align with the 2025 Community Needs Assessment Goals. For each focus area below, please provide:

- A **narrative response** describing how your organization's work supports this area.
- A **rating** on a scale of **1-5** indicating the strength of your organization's alignment with the focus area.

Use the following scale to guide your rating:

- 1 – No alignment
- 2 – Minimal alignment
- 3 – Moderate alignment
- 4 – Strong alignment
- 5 – Core or primary area of work

Rate each focus area independently. You may assign the same rating to more than one area if applicable.

7a. Healthy Communities

Narrative: Describe how your organization's services, activities, or outcomes advance health and well-being for individuals, families, or communities.

7b. Rating: On a scale of 1-5, rate your organization's association with the Healthy Communities Focus Area.

8a. Financial Stability

Narrative: Explain how your organization helps individuals or families build financial stability, increase economic mobility, or reduce barriers related to financial insecurity.

8b. Rating: On a scale of 1-5, rate your organization's association with the Financial Stability Focus Area.

9a. Youth Opportunity

Narrative: Describe how your organization supports children and youth in achieving success through education, development, mentoring, enrichment, or other youth-centered services.

9b. Rating: On a scale of 1-5, rate your organization's association with the Youth Opportunity Focus Area.

10a. Community Resiliency

Narrative: Describe how your organization helps the community prepare for, respond to, and recover from crises or complex needs, including supporting connectedness and navigating resources (e.g., 211 referrals) during both stable times and periods of disruption.

10b. Rating: On a scale of 1-5, rate your organization's association with the Community Resiliency Focus Area.

Equitable Access & Populations Served

11. Target Populations: Describe the primary populations and geographic areas your organization prioritizes and why these groups are central to your mission. Highlight any populations experiencing disproportionate barriers or unmet needs.

You may include additional context to help interpret the demographic data submitted in the demographics reporting form.

- 12. Access & Equity Practices:** Describe the strategies your organization uses to ensure services are accessible, culturally responsive, and equitable. Include approaches such as language access, fee structures, outreach, transportation, or other barrier-reduction efforts.

Program Impact & Outcomes

- 13. Service Capacity and Demand Trends:** Describe any significant changes in service demand, capacity, or community conditions over the past year. Include trends that affected how you delivered services or prioritized resources.

You may include brief context to help interpret service volume or utilization data submitted in the outcomes reporting form.

- 14. Organizational Impact & Outcomes:** Looking across your organization as a whole, what outcomes or impact are you most proud of this past year?
- 15. Organizational Learning:** What did you learn from your data, and how are you adapting or improving as a result?

Organizational and Financial Stability

- 16. Financial Health:** Summarize your organization's current financial position. What steps does your organization take to maintain fiscal sustainability?
- 17. Organizational Capacity, Governance & Sustainability:** Describe upcoming strategic priorities, anticipated challenges, or changes that may impact your organization's capacity or service delivery in the next one to two years.

Partnership & Community Engagement

- 18. Partnership with United Way:** Why is your organization seeking to begin or continue partnership with United Way of Johnson & Washington Counties? How will this partnership strengthen both your organization and broader community impact?
- 19. Volunteer Engagement:** Describe how volunteers support your organization, including the roles they serve, the approximate number engaged annually (if applicable), how they are recruited and supported, and how their involvement strengthens your mission and community impact. If you do not use volunteers, explain why and whether that may change in the future.