Emergency Community Support Fund

Guidelines for Organizations Seeking ECSF Funds from United Way Elgin Middlesex

Applicant guide

Introduction

This document summarizes guidelines for social service organizations applying for funds from United Way Elgin Middlesex (UWEM) through the ECSF. Please use this information as a guide when preparing a funding application for submission to UWEM.

More information, the application form and Frequently Asked Questions can be found here.

About the Emergency Community Support Fund (ECSF)

COVID-19 is top of mind for everyone in Canada and it is affecting the ways we support those who are vulnerable in our communities. This pandemic has created an increase in demand for local social services, shortages in supplies, and disruption in services.

The Emergency Community Support Fund (ECSF) is a $350 million investment made by the Government of Canada, through Employment and Social Development Canada (ESDC), to support vulnerable populations as they manage the impacts of COVID-19.

The Government of Canada has partnered with United Way Centraide Canada, Community Foundations Canada, and the Canadian Red Cross to distribute the Emergency Community Support Fund (ECSF) across the country. United Way Elgin Middlesex (UWEM) is working locally with our Community Foundation and Red Cross partners to support community service organizations to aid vulnerable populations impacted by the COVID-19 pandemic.

Where should organizations in Elgin Middlesex seek ECSF funds?

United Way Elgin Middlesex

UWEM is accepting applications from charities and other qualified donees located in and serving Elgin County, Middlesex County, City of St Thomas and/or City of London.

London Community Foundation, Elgin-St. Thomas Community Foundation, and Aylmer Community Foundation

Community Foundations of Canada and local community foundations are accepting applications from qualified donees through a national online portal at communityfoundations.ca

Funding requests related to housing, affordable housing and housing stability in City of London and County of Middlesex should be directed to London Community Foundation.

Canadian Red Cross

Canadian Red Cross is managing a granting stream for nonprofits and a Preventing Disease Transmission Training & Equipment Program for registered charities, qualified donees and non-profits and is accepting applications through a national online portal at redcross.ca/communityorganizations

Nonprofit organizations should apply for funding to Red Cross. All funding requests from charities and nonprofits for PPE and training related to PPE should be directed to the Red Cross.
Timelines

October 5, 2020  Launch of the Emergency Community Support Fund – Round 2 of funding
October 30, 2020  Application deadline
November 27, 2020  All funding decisions will be made public by UWEM on this date
March 31, 2021  Latest permitted project end date

Eligibility

Organizations providing front-line services to vulnerable populations impacted by COVID-19 are eligible to apply, including registered charities, and other qualified donees. Organizations must be providing service in Elgin Middlesex and preference will be given to organizations located in Elgin Middlesex.

Organizations may seek ECSF funds acting alone, or as part of a partnership. Organizations may also seek funds for more than one project. A separate application must be completed for each project.

UWEM will accept applications for funding between the ranges of $20,000 and $100,000 per project.

Organizations that received ECSF funding in Summer 2020 are eligible to apply again.

Purpose of the ECSF

The ECSF is intended to strengthen the capacity of social service organizations to meet the urgent needs of vulnerable individuals and families disproportionately impacted by COVID-19.

This fund will support projects implemented in Elgin and Middlesex that:

- Address a pressing social inclusion or well-being need caused or worsened by COVID-19
- Serve one or more vulnerable populations
- Can be carried out before March 31, 2021 with a reasonable budget; and
- Include activities and costs not already funded by another United Way, Community Foundation, Canadian Red Cross, another federal COVID-19 response program or a different source

Types of projects to be funded, as defined by ESDC, include

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food security</td>
<td>prepared meals; delivery service; food hampers/baskets</td>
</tr>
<tr>
<td>Financial wellness</td>
<td>financial literacy or coaching; access to income supports</td>
</tr>
<tr>
<td>Home care or personal support</td>
<td>for seniors, Elders, and persons with disabilities</td>
</tr>
<tr>
<td>Health &amp; hygiene</td>
<td>health info.; medication; personal hygiene &amp; medical supplies</td>
</tr>
<tr>
<td>Information &amp; navigation</td>
<td>providing information; navigating supports</td>
</tr>
<tr>
<td>Legal support</td>
<td>tools &amp; resources; legal clinics, etc.</td>
</tr>
<tr>
<td>Mental health &amp; wellness</td>
<td>peer support; crisis support</td>
</tr>
<tr>
<td>Shelter</td>
<td>emergency shelter; crisis support</td>
</tr>
<tr>
<td>Personal safety</td>
<td>violence &amp; abuse support and prevention</td>
</tr>
<tr>
<td>Social inclusion &amp; learning</td>
<td>friendly conversation; social activities; learning</td>
</tr>
<tr>
<td>Transportation</td>
<td>access to safe transport to essential appointments and errands</td>
</tr>
</tbody>
</table>
How to complete the UWEM funding application
See below for instructions on how to complete each section of the UWEM ECSF application. It is not possible to save the application while in progress and return later to complete the form.

Section 1 - Eligibility
To be eligible for ECSF funding, organizations must confirm the following criteria by checking all boxes:

- Are eligible to receive ECSF dollars (i.e. the community service organization is a registered charity or qualified donee)
- Maintain a volunteer Board of Directors that meets regularly
- Host a public Annual General Meeting
- Have financial statements that have been audited by a licensed public accountant or, for those with annual revenues less than $100,000, a financial review
- Commit to providing eligible supports to one or more groups of vulnerable people, as defined by ESDC, with funding used in full by March 31, 2021
- Have not already received funding for the same activities from the Government of Canada or other source, including Community Foundations, Canadian Red Cross, or United Way Centraide (i.e. the same dollar of expense is not funded twice)
- Will not receive funding, for the activities proposed, in excess of 100% from government sources, including the ECSF (i.e. combined funding from all government sources does not total more than the expenses of the community service during the eligible period)
- Grant permission for application/proposal details and contact information to be shared with CFC, and CRC for funding consideration in order to coordinate funding

Section 2 – Your organization
Complete:

- Contact information for the lead project staff person
- Contact information for your organization
- The mission of your charitable organization

Please note that if the contact person listed is not the Executive Director of your organization, the ED will be included in communication from UWEM.

Section 3 – Project information
Complete:

- Project name
- Brief description of the proposed project

3.1 Vulnerable populations served

- From the list of vulnerable populations, as defined by ESDC below, select a total of 1-3 primary populations that will be served by your project
- Click ‘Served by project’ for all other populations that will be served by this project
Vulnerable populations, as defined by ESDC, include:

- Marginalized communities, including:
  - Racialized communities (South Asian, Chinese, Black, Filipino, Latin American, Arab, Southeast Asian, West Asian, Korean, Japanese, groups not otherwise specified)
  - Indigenous peoples: First Nations, Inuit, and Metis
  - Official Language Minority Communities
  - Other linguistic minorities
  - Newcomers: all, permanent residents (immigrants and refugees), temporary residents, and international students
  - Women and girls
  - LGBTQ2S+ communities

- Children, youth, and elderly, including:
  - Children and youth: all, ageing out of care, ages 0 to 18, and ages 19 to 29
  - Post-Secondary Students
  - Seniors and Elders: not in care, and living in care

- Workers who are vulnerable, including:
  - Essential Workers
  - Temporary Foreign Workers
  - Workers in the informal labour market
  - Caregivers

- Populations requiring specific care or supports:
  - People experiencing homelessness
  - People with low income or living in poverty
  - People living with mental illness
  - People with addiction
  - Persons with disabilities
  - People experiencing intimate partner or gender-based violence
  - People living in group homes or supportive living (under the age of 55)
  - Prison populations (detained and incarcerated)
  - Veterans

3.2 Service types and outputs tracking

- Select all of the service areas that apply to your project
- For each service area selected, choose all outputs that your organization will track and report to UWEM
3.3 *Types of Activities Included in This Project*

- Select all activities that will be part of your project

Permitted activities, as defined by ESDC, include:

- Community outreach and engagement
- Developing new models, tools, programming, services or resources
- Delivering new models, tools, programming, services or resources
- Disseminating information and knowledge
- Volunteer engagement and recruitment

3.4 *Geographic Areas Served by Project*

- Select all areas served by the project
- Note: You will be asked to track project participants by the postal code of their residence

3.5 *Project Dates*

Enter the date the project will start and end on. The earliest permitted project start date is December 1, 2020. The latest project end date is March 31, 2021.

3.6 *Project Description*

Who will your project help?

- Focusing on the primary populations selected above, describe the vulnerable populations served by your project

How will your project help these populations?

- Describe how the project and its activities will help the selected primary populations access essential support during the COVID-19 pandemic

Describe the project activities and expected outcomes

- Briefly describe your project and activities
- Outline what change will result for individuals and families in our community because of your project

How many unique individuals do you anticipate serving?

- Estimate the number of unique individuals your project will serve during its entire duration
- This question is focused on total number of individuals served and not on the number of visits, sessions or service interactions

How many service interactions do you anticipate providing?

- Estimate the total number of service interactions (e.g. food deliveries, counselling sessions) for the entire duration of the project
- This question is focused on total number of service interactions for the project and not on total number of service interactions per individual served
How do you know this project is needed as part of our community's response to COVID-19

- Include information about the uniqueness of your project
- Describe how the project is part of the local social service delivery system and your community's COVID-19 response
- Outline how your organization will partner with other organizations doing similar work or serving the same primary populations
- Highlight why your organization is uniquely positioned to lead this project
- Outline any evidence you have that this project will meet needs / gaps created by the COVID-19 pandemic

3.7 Is this an existing service?

- Select yes or no
- Note: If this is an existing service, funding must be used to expand and/or extend the delivery of service for a longer time period (up to March 31, 2021)

3.8 Is this project being delivered by a coalition of agencies or through a partnership table in your community?

- Select yes or no
- If yes, describe the details of the coalition including which organization is acting as the lead agency, what other organizations are involved and the role each organization is taking
- Note: the lead agency must be a charity or qualified donee and must be the organization applying for funding

3.9 Will this project engage the support/involvement of individual community members or corporate partners?

- Select yes or no
- If yes, estimate the number of volunteers that will be involved over the duration of the project
- If yes, estimate the number of businesses or corporate partners that will be involved over the duration of the project
- If yes, estimate the number of individual donors who will contribute to the project over its duration

Section 4 – Grant request, budget and financial information

4.1 Grant requested

- Enter the amount of funding requested from UWEM
- The minimum grant amount per project is $20,000 and the maximum grant amount per project is $100,000

Will this service be provided if awarded a lesser amount?

- Select yes or no

4.2 Project Budget

Budget template
- Click the link to download the provided budget template
- Save the excel spreadsheet to your computer
• Complete the budget using guidelines below
• Upload completed document as indicated

Budget guidelines

• Please ensure that your project budget accounts for the full income and expenses of your project, including grants your organization has requested, even if the grant has not yet been approved
• All budget items must be related to your project
• All budget items must be incurred during the grant period specified above
• Other sources of revenue cannot be used for the same project costs described in this application, without a commensurate increase in services
• Where there are multiple sources of income from the Federal Government, Provincial / Territorial Governments, Municipal Governments, Community Foundations, Canadian Red Cross, and/or United Ways / Centraides, please add lines to the table to detail each

Eligible project expenses:
• Wages, benefits and employment-related costs for project staff
• Disability / accommodation and supports for project staff
• Professional fees
• Travel costs for staff and volunteers
• Project materials and supplies
• Printing and communication
• Utilities, insurance, and rental of premises
• Equipment purchase/rental/lease/maintenance
• Administrative costs including project audits, evaluations and assessments, performance monitoring, reporting and knowledge development costs
• Small capital costs which directly result in better access to needed services and resources for vulnerable populations

Ineligible project expenses include:
• Purchase of real property (buildings, land, etc.)
• Personal protective equipment (PPE) for staff, volunteers or clients
• Training related to personal protective equipment (PPE) for staff, volunteers or clients
• Organizational or system capacity building projects unless project directly results in better access to needed services and resources for vulnerable populations
• Large capital projects
• Small capital projects unless project directly results in better access to needed services and resources for vulnerable populations
• Expenses related to housing, affordable housing and housing stability in City of London or Middlesex County
Section 5 - Authorization and confirmation

Confirmation statements
- Complete the two confirmation statements by selecting yes or no

Authorized signature form
- Click the link to download the authorized signature form
- Save the document to your computer
- Complete the form as directed
- Upload completed document as indicated

PDF copy of your submitted application
If you would like a PDF copy of your submitted application emailed to your organization, enter an email address.

CLICK SUBMIT

All applicants will receive email communication from United Way Elgin Middlesex prior to November 27, 2020 when all funding will be made public.

If additional information is required, please contact:
Roxanne Riddell,
rriddell@unitedwayem.ca

Canada
Funded by the Government of Canada