

**United Way of Regina  
The Tomorrow Fund  
Community Innovations  
Application Guidelines**

**Tomorrow Fund**



**United Way**  
of Regina

### **United Way of Regina Tomorrow Fund**

The United Way of Regina's Tomorrow Fund provides an opportunity to make a lasting difference in our community above and beyond our annual Circle of Care Campaign. There are three streams within the Tomorrow Fund: Community Innovations; Community Legacies; and an Operating Endowment.

**Community Innovations** is the social program “venture capital” stream of the Tomorrow Fund. The stream is intended to fund new strategies that have the potential to affect real community change by addressing chronic social challenges in new ways. The fund is supported through special event revenues, major gifts and bequests, and our surplus management strategy.

### **Definitions**

The following definitions are provided to further clarify the intent of the Community Innovations funding stream for potential applicants.

- I. **Community Impact.** Improving lives by mobilizing communities to create lasting change in community conditions. Changes in community conditions may result from social innovations that influence community attitudes, networks, neighbourhoods, organizations, or systems. These changes may be described as going “up-stream”; changing the way the community functions so that individuals and families live in a more supportive and responsive environment and social issues are prevented or alleviated.

2. Community Priority Areas. The areas identified by the community and adopted by United Way of Regina as the focus of its investments. These priority areas are:
  - i) **Early Life**– ensuring all children are ready to learn when they enter school and grow into thriving, resilient youth who become contributing citizens;
  - ii) **Education** – ensuring all children are engaged and supported in positive learning environments, and supporting all students to finish high school;
  - iii) **Income** – supporting all community members to work towards financial stability and independent;
  - iv) **Social Inclusion** – ensuring basic needs are met so that all citizens can become engaged and connected with their community.
3. Social Innovation. New approaches to social issues that are effective and/or the application of existing knowledge to new ways to solve social problems.
4. Sponsor Organization. The organization that will serve as the primary contact for the proposed initiative and that will hold the Funding Agreement with United Way of Regina. This would generally include responsibility for management of the initiative, serving as fiscal host, and ensuring that all terms of the Funding Agreement are adhered to.

## **Description**

The citizens of Regina currently benefit from the availability of a wide range of programs and services that support individuals and families. These services are absolutely critical in ensuring that people are able to provide for themselves and their families, and that they are able to cope with crises as they arise. United Way of Regina is committed to supporting, through its Community Fund, a network of community-based organizations to ensure the ongoing availability of these services.

However, we also recognize that the demand for these types of services and the resources required to support them will continue to increase unless we begin to address the systemic and root causes that negatively affect the living conditions of many people in Regina. The Tomorrow Fund, and specifically the Community Innovations stream, was established by United Way of Regina as an avenue for supporting new approaches to addressing these underlying issues.

The intent of Community Innovations funding is to support social innovations that are designed to address challenges differently, through shifting structures, systems, cultures and institutions. This could include influencing policy change at a government level, implementation of an integrated services approach by a number of organizations, or positively changing attitudes of the broader community towards population groups.

Initiatives may also include “break-through opportunities” – time-limited, tipping-point actions that leverage other resources for community change – and can range from bringing the right people together under the right circumstances to initiate an effort, to providing the final component that makes everything else fall into place.

United Way of Regina realizes that community transformation is a complex, complicated, and long-term endeavour that requires a comprehensive, multi-sectoral approach. We also recognize that new approaches inherently involve some risk and that not all innovations will prove to be successful in achieving their intended outcomes. All Community Innovations initiatives will be expected to include a strong emphasis on evaluation so that both successes and failures can be learned from and understood.

### **Tomorrow Fund – Community Innovations: Eligibility for Funding**

To be eligible for funding:

- proposed social innovations must demonstrate the possibility of significantly affecting positive, sustainable community impact;
- proposed innovations will be undertaken to benefit primarily Regina residents;
- proposed innovations must be significantly related to one or more of the community priority areas;
- funding recipients will generally be a charitable organization in good standing with Canada Revenue Agency.

Additional proposal elements that will be considered include:

- the level of collaboration within and across various community sectors;
- the demonstrated ability of participating organizations to achieve results;
- an indication of the proposed evaluation plan and willingness to share the findings with the broader community;
- availability of other sources of funding.

### **Initiatives not Eligible for Funding**

The following are not eligible for Community Innovations funding:

- support for previously established programs and services;
- emergency or deficit funding.

### **Tomorrow Fund – Community Innovations: Application Process**

Community Innovations proposals are accepted throughout the year. United Way of Regina’s Community Investments Committee reviews all proposals and provides recommendation to the Board of Directors. All funding provided through The Tomorrow Fund requires final approval of the United Way of Regina Board of Directors.

Prior to completing and submitting a proposal we strongly encourage potential applicants to contact the Director of Community Impact and Investments to discuss their proposed innovation to ascertain its eligibility.

There are no minimum or maximum funding amounts, and initiatives may range up to 3 years. In exceptional circumstances, applications for longer than 3 years may be considered.

Applicants are not required to complete a formal application form, but must complete the attached Sponsor Organization Form and include it with your proposal. It is recommended that the proposal address the following points:

- a brief description of the social challenge that you are proposing to address;
- articulation of the vision and strategic intent of the proposed innovation;
- rationale for the suggested approach indicating how the innovation could have a significant impact on this challenge;
- timeliness of the proposed approach, such as a receptive policy environment, opportunities for collaboration, access to resources, public interest or demand, etc.
- a brief description of your learning and evaluation plan;
- where applicable, identification of any partners participating in the innovation and their respective roles;
- an indication of which, if any, other potential funders have been approached to support this initiative and their response; and
- a detailed budget including financial or in-kind contributions from other partners.

Completed applications, not to exceed 5 pages, should be submitted (preferably electronically) to Peggy Hennig, Director of Community Investments and Impact, [phennig@unitedwayregina.ca](mailto:phennig@unitedwayregina.ca)

The sponsor organization's most recent annual report and audited financial statements should be included with the application.

For further information, or to discuss your ideas, call 751-4750 ext 755.