

United Way of Racine County Brighter Future Fund

Description, Application Questions and Reporting Requirements



Fund Description and Goals

United Way of Racine County's Bright Future Fund supports our mission to advance education and financial stability across the community. With a particular focus on women and children, Women United will help fund programs that promote literacy development, financial empowerment, and mental health support.

We anticipate that most proposals will focus on enhancing existing programs rather than launching entirely new initiatives.

Priority will be given to projects with a focus on early childhood literacy. Each organization may request one grant.

Fund Eligibility

The fund is available to Racine County-serving nonprofits. To be eligible to apply for funds, organization must meet all of the following criteria:

- Serves residents of Racine County, WI.
- Has received a Brighter Future Fund grant in the last two years.
- Able to provide (upon request) detailed board-approved budgets and financial reports, including an audit or audited financial statements as required by State of Wisconsin Statute 202.12 (1)(b).
- Has been legally incorporated for at least six months.
- Is tax exempt as described in section 501(c)(3) of the Internal Revenue Code.
- Is governed by a local voluntary board of directors.
- Maintains a policy of non-discrimination and equal opportunity and complies with the Americans with Disabilities Act.
- Is in compliance with and adheres to the Patriot Act.
- If currently receiving any funds from United Way, be in compliance with all funding agreements, policies and procedures.

Application Guidelines and Timeline

The Brighter Future Fund will provide up to seven grants of \$2,000 to programs led by local nonprofits. Organizations may be granted a maximum of one Brighter Future Fund grant. This is a competitive fund and requests that meet requirements are not guaranteed funding. Priority will be given to projects with a focus on early childhood literature. United Way of Racine County has the right to adjust the fund structure at any time.

The Brighter Future Fund grant application is available online at www.untedwayracine.org/bff. The application is open July 1, 2025 and requests will be due by July 31, 2025. Submitted applications will be reviewed by the Community Investment Committee in August 2025 and notification of funding will be issued by the end of August. Incomplete applications, applications that do not meet the eligibility requirements, and applications with misalignment between the request narrative and request budget will not be considered for funding. Grantees are required to submit an end-of-funding report by August 30, 2026. Unused funds and funds that are not used according to the approved project/program plan must be returned to United Way of Racine County.

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Application Review

The review process is conducted by United Way staff, board members and Community Investment Committee (CIC) volunteers. The president and CEO is responsible for monitoring expenditures from the Brighter Future Fund and reporting them in the monthly financial reports to the board.

All requests are reviewed and monitored by CIC. Expenditures from the UWRC Brighter Future Fund shall be approved as follows:

- Requests up to \$10,000 are approved by the president, board chair, and vice chair of community investment or CIC.

Non-allowable Expenses

- Funds cannot be used to cover expenses incurred prior to funding notification.
- Funds cannot be used to supplant existing budgeted items (e.g. existing organization dollars already allocated for the project/program/event cannot be displaced by United Way of Racine County Brighter Future Fund and reallocated for other organizational expenses).

Budget Requirements

- All fund applicants are required to submit a complete and detailed budget and budget narrative using the budget template available at www.unitedwayracine.org/bff. Budget details should include product sources, quantities, unit costs and calculations.
- Requests should demonstrate thorough planning that will result in successful implementation.
- Funds requested must be in whole dollar amounts.

Application Questions

Following submission of the application form at www.unitedwayracine.org/bff, the individual listed as the Primary Contact on the application will receive an auto-generated confirmation email. The Primary Contact must immediately respond to that email with the following attachments:

- Proof of IRS determination of 501(c)3 status
- Completed United Way of Racine County Brighter Future Fund Budget Template

Failure to submit the required attachments will render the application ineligible for review.

Eligibility requirements

These questions apply to the applicant organization, or their fiscal agent, if applicable.

At any point, if eligibility screening fails, the organization should not continue the application process.

- Does your organization serve residents of Racine County, WI?
- Has your organization received Brighter Future Funds in the last two years?
- Is your organization able to provide detailed financial reports and board-approved budgets upon request?
- Has your organization been legally incorporated for at least six months?
- Is your organization tax exempt as described in section 501(c)(3) of the Internal Revenue Code?

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- Are you able to provide an audit or audited financial statements as required by the State of Wisconsin Statute 202.12 (1)(b)?
- Is your organization governed by a voluntary board of directors?
- Does your organization maintain a policy of non-discrimination and equal opportunity, and comply with the Americans with Disabilities Act?
- Can your organization attest to abiding to the Patriot Act Anti-Terrorism Compliance requirements?

Organization information

- Organization legal name, organization name as you'd like it to appear in print, website address, phone, address, city, state, zip code
- Executive director/CEO name, title, email address, phone
- Board president/board chair name, company/affiliation, email address and phone
- Primary contact name, title, email address and phone
- Organization/fiscal agent EIN
- Year incorporated
- Organization logo (if one exists)
- Organization social media handles (if available)
 - Facebook
 - Instagram
 - LinkedIn
 - X (Twitter)
 - TikTok

Fiscal agent information

- Do you have a fiscal agent?
 - If yes, the following information is required.
 - Fiscal agent legal name, executive director/CEO name, email address, phone number, website address, phone number, address, city, state, zip.
- All organizations/fiscal agents must provide proof of IRS determination of 501(c)3 status.

Application questions

- Name of project/program
- Please confirm that your funding request is for \$2,000 and matches the amount listed on your submitted budget template.
- How many unduplicated individuals will be directly served through this funding?
- Who will be served by your project? Describe your target audience.
- Focus area of program/project (select one) – Priority will be given to projects that focus on early childhood literacy.
 - Early childhood literacy
 - Financial stability
 - Mental health

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- Provide a brief description (3-4 sentences) of the program/project. If you only had a minute to explain your program/project to someone, what would you want them to know? Make your description clear as to how your program aligns with your identified focus area.
- What is the anticipated impact on participants?
- What is the project timeline? Include major milestones.
- Is there any additional information you would like the review committee to consider?
- Budget: Upload a complete and detailed Brighter Future fund budget that includes quantities, unit costs and calculations. The budget template is available at www.UnitedWayRacine.org/bff. Other budget formats will not be required.

Reporting requirements

Grantees are required to submit a report at www.unitedwayracine.org/bff by August 31, 2026. Additional reporting requirements may be stipulated in funding agreement. Late and/or incomplete reports will negatively impact the organization's eligibility for future United Way of Racine County funding. Information included in this report will be shared with United Way staff, board and community investment volunteers, and may also be included in United Way reports, media and publications. In addition, grantees are expected to provide periodic ad-hoc updates via email as requested to ensure ongoing communication and progress monitoring.

- Organization name
- Executive director/CEO name
- Name and email address of person completing report
- Project/program name
- Focus Area of Program/Project
- Describe any deviance from proposed activities to actual activities.
- Number of unduplicated individuals that were served.
- Demographics of individuals served (see Appendix A for demographic categories required in report) – Unknown is an acceptable response.
- Describe the direct impact the funding had on the individuals served by this project/program. Be specific on how the direct impact relates to the identified focus area.
- How did you measure impact?
- Provide a photo(s) (with media release) that demonstrates the impact of the grant.
- Provide a 2-3 sentence statement of impact that can be used as a stand-alone quote. Include the name and title of the person quoted.
- Provide links to any social media posts, media releases, marketing collateral, etc. related to the project/program/event/funded.
- Is there any additional information you would like to report?
- Via email: A financial report that documents grant fund expenditures. The financial report should compare proposed to actual expenses, using the original budget template document as the starting point.

APPENDIX A.

Instructions for reporting participant demographics

- For each demographic category, enter the number of participants. Do not leave any fields blank.
- Enter 0 when appropriate.
- The sum of each demographic category should equal the total number of unduplicated participants.
- Declined to share = You made an attempt to collect this information and the participant actively chose not to respond.
- Unknown = You could not collect this information.
- If you have unknown demographic data, include an explanation in the "Additional participant demographic information" box at the end of the demographic section.

Participant demographics

- Briefly describe who is included in the group of participants whose demographics are included in this report. (Who is part of your data set?)
- Total number of unduplicated participants.
- Participant zip code
 - 53108
 - 53126
 - 53177
 - 53402
 - 53403
 - 53404
 - 53405
 - 53406
 - 53105
 - 53139
 - 53167
 - 53182
 - 53185
 - Declined to share zip code
 - Unknown zip code
- Participant age
 - 0-5 years old
 - 6-17 years old
 - 18-44 years old
 - 45-64 years old
 - 65+ years old
 - Declined to share age
 - Unknown age
- Participant race
 - African American/Black
 - American Indian and Alaskan Native
 - Asian
 - Native Hawaiian and other Pacific Islander
 - White
 - Two or more races
 - Other race not listed
 - Declined to share race
 - Unknown race

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- Participant ethnicity
 - Hispanic or Latino
 - Not Hispanic or Latino
 - Other ethnicity not listed
 - Declined to share ethnicity
 - Unknown ethnicity
- Participant gender
 - Male
 - Female
 - Transgender
 - Nonbinary
 - Other gender not listed
 - Declined to share gender
 - Unknown gender
- Participant economic status

Use the following information to determine participant economic status. Income levels are based on the 2024 Poverty Guidelines for the 48 Contiguous States and the District of Columbia, Federal Register document 87 FR 3315.

HOUSEHOLD ANNUAL INCOME	Extremely low-income	Very low-income	Low-income	Other
Household Size:	Less than 100% of poverty	Less than 185% of poverty (Qualifies for Free and Reduced-Price Lunch (FRPL))	Less than 250% of poverty	Over 250% of poverty
1	\$15,060	\$15,060-\$27,861	\$27,861-\$37,650	\$37,650 +
2	\$20,440	\$20,440-\$37,814	\$37,814-\$51,100	\$51,650 +
3	\$25,820	\$25,820-\$47,767	\$47,767-\$64,550	\$64,550 +
4	\$31,200	\$31,200-\$57,720	\$57,720-\$78,000	\$78,000 +
5	\$36,350	\$36,350-\$67,673	\$67,673-\$91,450	\$91,450 +
6	\$41,960	\$41,960-\$77,626	\$77,626-\$104,900	\$104,900 +
7	\$47,340	\$47,340-\$87,579	\$87,579-\$118,350	\$118,350 +
8	\$52,720	\$52,720-\$97,532	\$97,532-\$131,800	\$131,800 +

- Extremely low-income
- Very low-income
- Low-income
- Other
- Declined to share income
- Unknown income