



**United Way
of Bradley County**

Bradley Memorial Hospital [BMH] Fund

Frequently Asked Questions [FAQs]

Q #1: Who can apply for funding?

A: The United Way portion of the Bradley Memorial Hospital [BMH] Fund has certain limitations. The original agreement with the BMH Board of Trustees mandated that all funds given to the United Way be awarded to organizations with a 501(c)3 status for the purpose of improving “the Healthcare, Wellness, and Quality of Life for Bradley County.”

The Bradley County HCI Committee requirements are slightly different. The Board of Trustees has determined that eligible applicants for the Bradley County HCI Committee funds include local governments (Bradley County, City of Cleveland, and City of Charleston), state agencies, commissions or boards established by local governments, agencies established by the state of Tennessee, 501(c) 3 organizations and religious organizations as outlined.

Q #2: Is it required all applicants have a 501(c)3 status at the time of application?

A: For the United Way portion of the hospital fund, yes. The application asks for all supporting documentation to verify 501(c)3 status at the time of the application based on the mandate from the Bradley Memorial Hospital Board of Trustees, unless an organization with the proper status agrees to serve as the fiscal agent.

For the Bradley County HCI Committee portion of the hospital fund, the answer is no. Eligible applicants include local governments (Bradley County, City of Cleveland, and City of Charleston), state agencies, commissions or boards established by local governments, agencies established by the state of Tennessee, 501(c) 3 organizations and religious organizations as outlined.

Q #3: How do you define “Healthcare, Wellness, and Quality of Life”?

A: The Bradley Memorial Hospital Board of Trustees defined these areas as:

Healthcare – programs and projects that serve unmet healthcare needs in Bradley County regardless of ability to pay.

Wellness – programs or projects that educate the Bradley County community about the physical and mental aspects of maintaining and improving personal health.

Quality of Life – programs or services that enhance or improve the physical or mental health of the citizens of Bradley County.”



**United Way
of Bradley County**

Q #4: How much can I apply for?

A: Another limitation mandated by the BMH Board of Trustees is that the United Way and the Bradley County HCI Committee can only use a percentage of the income earned from the original principal. This amount will change from year to year, depending on investment returns and the balance of the principal. The United Way Investment Committee has determined that, in the first three years (2009-2011), \$400,000 will be available to fund local programs. This is \$400,000 per year for the first three years. There is no minimum amount required in an application, nor has the Community Investment Team set a maximum [other than the \$400,000 available]. However, be advised that it is the goal of the United Way to fund multiple programs with this BMH Fund. While the Community Investment Team will review all applications addressing a community need, the amount requested will go into the decision-making process for organizations to be funded. There is no requirement that the entire amount available to either the United Way of the HCI Committee be awarded for programs or projects. The Bradley County HCI Committee has similar policies, but they will announce the amount available on an annual basis.

Q #5: How long can an organization receive funding?

A: All grants will be awarded on a year-to-year basis [contracts with funded organization will be one year in length]. Organizations can apply for funding in subsequent years. Currently, the Community Investment Team has not set a length of time [number of years] one organization can be funded. However, the intent of this funding is to serve as “seed” money. Organizations, from the beginning, should be planning on how programs can be funded after their BMH Funding runs out. Also, if an organization applies for multiple years, that organization would be expected to need less funding as time passes due reduced dependence on hospital funds and a strong sustainability plan.

Q #6: What is the current timeline for awards?

A: All Requests For Applications [RFAs] and all supporting documentation will be due to the appropriate office (see application) by 4:00 p.m. on September 30th, 2010 [late applications will not be accepted]. Awards will be announced on October 31st, 2010. A workshop will occur for organizations receiving awards in November of 2010 to address required fiscal management, reporting expectations, and evaluation responsibilities. BMH Funds will be made available to organizations beginning in January 2011 and the budgetary fiscal cycle will operate on a calendar year [January through December].



**United Way
of Bradley County**

Q #7: What are the evaluation and reporting requirements?

A: Organizations receiving BMH funding will receive extensive technical assistance to help them build a solid foundation to help the program to develop long-term sustainability. Part of this technical assistance will be to meet regularly with funded organizations to review programming, strategic planning, and sustainability efforts. Organizations will be expected to report semi-annually on progress toward goals and objectives. The workshops scheduled during fall 2010 will cover these requirements in more detail.

Q #8: Can a current United Way agency apply?

A: Yes. However, all programs applying for the BMH funding should be considered “new” [see FAQ #13 for more detail on “new”]. This funding cannot supplant any current United Way funding.

Q #9: Are grant applications available to organizations outside of Bradley County?

A: Yes. However, the Board of Trustees specifically outlined that BMH Funds can only be used to serve Bradley County citizens. If an organization outside of Bradley County receives funding, all programs and activities must serve Bradley County residents only.

Q #10: Is there a “matching funds” requirement?

A: No. Organizations are not required to provide “matching funds”. However, if an organization seeks additional funding in future years, the United Way and the Community Investment Team will examine what other sources of funding the organization is seeking to ensure sustainability.

The Bradley County HCI Committee prefers to distribute funds that will be matched by other funding sources such as state grants or private foundation grants. The match will be set by the HCI and will vary on a project to project basis. A signed and dated statement from the chief elected or appointed official of the organization outlining applicant’s commitment to match the requested grant must be included with the application. If the match will come from a third party, include a letter verifying the funds from the organization.



**United Way
of Bradley County**

Q #11: Will letters of recommendation or support help my application?

A: No. The Community Investment Team and the HCI Committee will not accept any letters of recommendation or support.

Q #12: Will I need to give a presentation of my program to the Community Investment Team or the HCI Committee?

A: While it has not been done in the past, it is possible. This is not a requirement of the initial application; the Community Investment Team can ask any applicant to give a brief presentation to offer more details about the program or to provide further clarification about the application. It is more likely the Vice President of Community Investment Strategies will call the contact person for more information if questions arise.

Q #13: I have heard that the Community Investment Team and HCI Committee are looking for “new” programs and projects. Please define “new”?

A: “New” as defined by the Community Investment Team and the HCI Committee is any program or project that is not currently fully funded. The BMH Fund is not to be used to supplant any existing funds. An example would be a currently funded program or project that is looking for ways to save money through the use of the BMH Fund. This would be a case of supplanting existing funding and would not allow your program or project to be considered. On the other hand, if your program or project had funding and is no longer funded, it would be eligible for BMH funding, since this would not be considered supplanting. Please keep in mind that the ability to sustain the program will be a factor in funding determination. If a program or project had prior funding and was not able to sustain itself, the committee will likely want to know why.

Q #14: Does the application need to be done in any particular format?

A: Yes. The Community Investment Team and HCI Committee have asked that all applications be done on white paper, twelve point font, and in Times New Roman, Arial or some similar, readable type. The United Way is asking for RFA’s not to exceed 30 pages.

Q #15: I read that the United Way is focusing on programs and the Bradley County HCI Committee is considering projects/capital programs. What is the difference?

A: Yes. Both the Bradley County Commission and the United Way have responsibility for managing separate portions of the Bradley Memorial Funds. Bradley County Commission will be focusing primarily on capital programs and United Way will focus more on programs. The difference can be easily defined as anything an accountant would



**United Way
of Bradley County**

label as an “asset” should be considered a capital program. For example, a park gazebo, playground equipment, or an expansion of an office would be considered capital programs, while a program to help prevent youth from using drugs would be considered a program.

Q #16: Is the application for the Bradley County Commission and United Way Bradley Memorial Endowment Funds the same?

A: No. The focus of each organization is different; thus, the applications are not exactly the same (although they are similar). Please do not confuse these applications as they are slightly different.

Any further questions about the application process should be directed to Matt Ryerson at the United Way Office at 423.472.9876 or mryerson@unitedwaybc.com or Amy Moore at 423.728.7105 or amyconleymoore@hotmail.com.

Q #17: Can an organization apply for both the United Way and HCI Committee portion of the funds in the same year?

A: No, applicants are not permitted to apply for/receive hospital proceeds from both Bradley County (HCI) and the United Way Proceeds in the same grant cycle. Carefully review the funding priorities of both bodies before applying for a grant.