

Expression of Interest FAQ

1. Why are you doing an expression of interest instead of a direct call for funding?

We recognize that we've made significant changes in our areas of focus and our funding process, and that filling out applications is time consuming – especially when there are limited funds and there could be larger interest in funding opportunities. An expression of interest is a shorter form, meaning it will take less effort for both the organization to fill out, and UWM staff to review. It will help us narrow down to the funding opportunities that fit best with our Community Impact Framework, community needs and the impact that we want to achieve together.

2. Is there more money available?

Funding depends on our fundraising results, and we anticipate there will not be significant changes in how much funding is available in each community.

3. Will each jurisdiction fund within all of the impact areas?

This will depend on a number of factors, including who applies, what the community need is, and whether there are other funders in the jurisdiction who are providing funding to a specific area.

4. What kind of funding can my organization apply for?

This EOI is for 2-year program or operational funding, beginning in April 2026 and ending March 31 2028. This is based on feedback we received from funded partners during our consultation for our CI Framework.

5. Can I apply for more than one program?

You can submit up to two EOIs for program funding and the total of both cannot exceed the maximum funding amount. You can only submit one EOI for operational funding. You cannot submit EOIs for both program and operational funding – you should carefully consider which funding stream best meets your organization's needs.

6. If I currently receive United Way funding, do I need to submit an expression of interest?

Yes. Every organization that is interested in applying for funding **MUST** submit an expression of interest to be considered for funding starting in April 2026. Given that this a brand-new process and a new community impact framework, it's important that everyone starts from the same place.

7. What if my organization operates outside of the jurisdictions you fund?

To be eligible for funding, your organization must provide services to communities in our current operating jurisdictions: Prince Edward Island; Saint John, Kings and Charlotte; Central New Brunswick; Pictou County; Colchester & Cumberland Counties; Lunenburg County; and Halifax Regional Municipality. If you are unsure of which jurisdiction or the jurisdictional boundaries in which we operate, please reach out to one of the local CI leads.

If you provide services to the Moncton area, Cape Breton or Newfoundland, those communities are served by other United Ways which have their own funding applications and processes.

- **United Way Cape Breton:** [Click Here](#)
- **United Way Greater Moncton and Southeastern New Brunswick:** [Click Here](#)
- **United Way Newfoundland and Labrador:** [Click Here](#)

8. What if I want to apply in more than one location?

You can apply for up to seven jurisdictions so long as you are operating in each jurisdiction you apply for. You should fill out an EOI for each one you're applying to and use the checkboxes to indicate all of the locations you're applying to. Each jurisdiction will be reviewing EOIs individually, so successfully receiving funding from one jurisdiction does not guarantee you will be successful in other jurisdictions.

9. Why aren't schools or government entities eligible for funding?

Schools or government entities (e.g. municipalities) will only be eligible for United Way funding if they are offering a program or meeting a need that cannot otherwise be met through government programming. United Way will no longer "top up" programs that should be fully funded through government obligations. If you have more questions about whether your program may be eligible, please contact your local executive director.

10. Who reviews EOIs/Applications?

Expressions of Interest will be reviewed by United Way staff. This will include the CI lead for the area you're applying to, as well as at least one other staff member.

Applications will be reviewed by local volunteer Community Impact Councils and in some cases a volunteer review panel and supported by United Way staff. Their recommendations will be reviewed by the regional Community Impact Council and decisions will be approved by the board.

11. What funding stream do I apply for – operational or program?

Program Funding - Program funding that allows for planning, stability, capacity, and greater impact by supporting programs that align with our CI Framework, areas of impact, impact approaches and delivery on shared outcomes. The Primary Impact Approaches for program funding are **Prevention and Intervention and Immediate Needs**.

Operational Funding - Operational funding to support a community serving organization's ability to achieve its mission at a local and regional level. The funding is unrestricted and allows community serving organizations to allocate funds towards self-identified priorities in order to develop and strengthen their internal systems. Ensure alignment with our CI Framework and areas of impact, impact approaches and delivery on shared outcomes. The Primary Impact Approaches for operational funding are **Prevention and Intervention and Addressing Root Causes**.

12. Why are there different funding ranges in different locations?

This is the first time we are administering a new funding process across the region under our new Community Impact Framework and Funding Framework. The amount of funding organizations can apply for in each jurisdiction is based on a number of factors, including historical amounts invested in those communities, the funds raised in each jurisdiction, as well as the types, sizes and scope of community organizations we anticipate will apply. Our objective is to maintain and grow investment in our communities over time and we will use learnings to refine and adjust our funding frameworks to best support the sector.

13. Is the Expression of Interest and Application the same for registered charities, incorporated nonprofits and Indigenous Governing Bodies?

Yes, the EOI and application are the same and the requirements of applicants are the same.

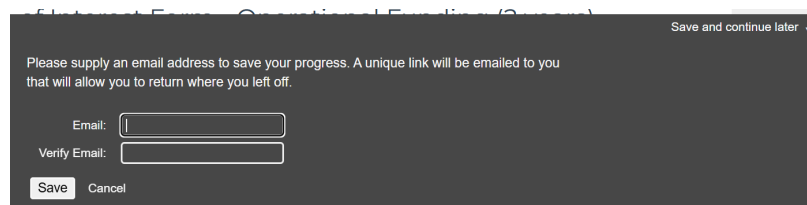
14. How do I identify a partnership/collaboration in the EOI?

There must be one partner who takes the lead in the Expression of Interest, the partner can be identified in the description of the program. More information about the collaboration will be necessary in the full application.

15. What is Alchemer and how do I use it?

Alchemer is an online survey platform that United Way Maritimes is using to collect EOIs. It is accessed through an internet browser and is straightforward to use. However, if you have any questions while using Alchemer, you can contact a staff member to help.

***To help you complete the EOI, we have included a **save and continue later** toolbar to the bottom of every page (except page one). When you use this feature, all progress up to this point will be saved and a continuation link to return to your EOI will be sent to the email address provided in the organization information section. The subject line of the email with the continuation link will be: Please Do Not Forget: Finalize Your 2026–2027 Expression of Interest Form.

A screenshot of a dark-themed dialog box titled "Save and continue later" with a dropdown arrow. The text inside says: "Please supply an email address to save your progress. A unique link will be emailed to you that will allow you to return where you left off." Below this text are two input fields: "Email:" and "Verify Email:". At the bottom left are two buttons: "Save" and "Cancel".

16. How do I know my EOI has been submitted?

Your EOI has been submitted when you see the following screen:

Thank You!

Thank you for taking the time to complete your 2026–2027 Program Funding Expression of Interest form. We appreciate the time you have put into this submission and the information you have shared about your program and organization.

Expression of Interest must be received no later than **12:00 pm (noon) on Friday September 5, 2025.**

Please note that Expression of Interest submissions received after the deadline will not be considered as part of the current EOI process. All Applicants will receive an acknowledgement of receipt for their electronic proposal via return email.

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You will also receive a PDF copy of your EOI from the online portal confirming receipt or acknowledgement of receipt by return email by a staff member if you send your EOI by email.

17. Who should I contact if I have questions?

New Brunswick:

Saint John – Alexya Heelis, alexya.heelis@unitedwaymaritimes.ca

Central NB – Jennifer McEathron, Jennifer.mceathron@unitedwaymaritimes.ca

PEI:

Sophie Burns, Sophie.burns@unitedwaymaritimes.ca

Nova Scotia:

Colchester & Cumberland Counties – Sue LaPierre,

sue.lapierre@unitedwaymaritimes.ca

Lunenburg County– Michael Graves, Michael.graves@unitedwaymaritimes.ca

Halifax – Amanda Rose, Amanda.rose@unitedwaymartimes.ca

Pictou County - Darcy MacDonald, darcy.macdonald@unitedwaymaritimes.ca