



# The MIGHTY GIVEBACK

## Mental Health – Partnership with Band Together

*Band Together and United Way of the Greater Triangle are teaming up once again to raise \$1,000,000 for this unrestricted funding opportunity. It is open to nonprofit organizations and collaboratives in Durham, Orange, Johnston, and Wake counties working in mental health spaces. Our partnership philanthropy model combines forces with nonprofits like yours to create lasting community impact. Through the Mighty Giveback - the Southeast's largest benefit concert - we share the stage to amplify your mission. In our model, all funding recipients (known as Impact Partners) play an active role in this collaborative journey. Below is what we ask of our Impact Partners.*

Your understanding and acceptance of the following expectations are key to your participation. Specific expectations and requirements of the partnership will be shared with the Funding Agreement. We may follow up at a later date with additional requests for information before final decisions are made. If you have any questions, contact Jeff Howell at [jhowell@unitedwaytriangle.org](mailto:jhowell@unitedwaytriangle.org).

### Storytelling:

To ensure the success of this year's campaign, we ask that all Impact Partners support the marketing and storytelling around the mental health theme as follows:

- **Promote the Campaign:** Repost Band Together and United Way posts on your organization's social media and share them with your supporters regularly. Your participation and frequency of sharing will directly impact the campaign's success.
- **Share Through Other Channels:** Post campaign content across your owned channels (e.g., email newsletters) monthly.
- **Increase Efforts Leading Up to the Concert:** Boost marketing and help sell tickets as the concert date approaches.
- **Engage in Storytelling:** Participate in video interviews, sponsor discussions, or share existing videos to strengthen the campaign's message. These stories may be featured during the concert.
- **Media Engagement:** Participate in media interviews, if needed.

**Engagement:**

Your involvement is key to the campaign's success. To maximize collaboration, we ask each nonprofit to invest time in the following:

- **Monthly Meetings:** Attend 1-hour meetings with United Way, Band Together, and fellow Impact Partners to discuss strategy, fundraising, and collaboration.
- **Board Meeting Presentation:** Allow a United Way or Band Together representative to give a 10-minute campaign presentation at one of your board meetings to seek their support.

**Fundraising:**

Your organization is expected to participate in collaborative fundraising efforts with Band Together, United Way, and other Impact Partners.

- **Corporate Fundraising:** Much of the fundraising comes from corporate donors. We ask participating partners to leverage their donor networks to help reach fundraising goals. In upcoming discussions, we'll set a specific fundraising target for your organization.
- **Collaborative Fundraising:** Over the course of this partnership, Band Together and UWGT have raised between 75% and 85% of the collaborative fundraising goal AND nonprofit organizations have raised between 15% and 25% in support of the collaborative fundraising efforts. Specifics of the organization's fundraising efforts will be agreed upon in the funding agreement.

**Notification:**

**You will receive notification in April 2025.**

## Organizational Questions

### 2024 United Way of the Greater Triangle + Band Together Partner Application

- Organization Name
- Organization Mission Statement
- Employer Identification Number (EIN)
- Executive Director Name
- Executive Director Race
- Executive Director Gender
- Executive Director Email
- Contact Name and Contact Email

### Dollar Breakdown

#### \$1,000,000 Fundraising Goal

- All event expenses are paid first from the raised funds. While the goal is to break even on the show, this is not guaranteed.
- Breakdown of funds:
  - \$254,000 allocated to Band Together for concert and operating expenses.
  - The remaining net profit will support between five and ten Mental Health Nonprofits.

### Partner Expectations

- Contribute to the overall fundraising goal of \$1,000,000 by committing to collaborative efforts, which include a combination of:
  - Fundraising activities
  - Engagement opportunities
  - Community educational initiatives
  - Sponsor acknowledgments

### Commitment Confirmation

- By checking the box, you confirm that your leadership (Executive Director and Board of Directors) supports the partnership and agrees to:
  - Collaborate to raise \$1,000,000 for mental health initiatives in the Triangle.
  - Attend engagement events. *(Required)*
- By checking this box, you agree to:
  - Participate in the evaluation of applications by reading and scoring one (1) application. *(Required)*
  - Share approved social media content (copy, images, videos) with Band Together and United Way to promote the partnership and event.

**Focus Areas (Select All That Apply) (Required)**

- **Direct Mental Health Clinical Service:** 1:1 therapy, counseling, etc.
- **Mental Health Research:** Supporting academic research benefiting society.
- **Addiction Rehabilitation:** Recovery and ongoing support for drug and alcohol rehabilitation.
- **Family Mental Health:** Parent/child relationships, open communication, peer support, etc.
- **Youth Mental Health:** Mentorship, building healthy habits, etc.
- **Community Mental Health:** Community building, culturally affirming spaces, etc.
- **Veteran Mental Health:** Specifically working with veterans and their families.
- **Mental Health Advocacy:** Advocating for systems-changing recommendations for mental health in communities.
- **Crisis Support and/or Intervention:** Immediate, short-term crisis response work to promote safety (shelter, transportation, etc.).

**Additional Information**

- Number of full-time equivalent employees:
- Expected expenses for the current fiscal year

## Application Questions

1. Describe your work and how it promotes individuals and/or families to access the skills, resources, or coping mechanisms needed to promote mental health.
2. What impact can your organization make with a \$100,000 gift?
3. How many individuals do you expect to be impacted with \$100,000? (Numerical Response) (Required)
4. How would you like to report on the outcomes from \$100,000 of funding through this partnership - including, but not limited to: how often, in what format, specific measurements, metrics?
5. We work with many local corporations to achieve the \$1,000,000 goal and often look for ways to engage with their employees in volunteer engagement opportunities leading up to the show. What volunteer engagement opportunities do you offer, or would you be willing to offer?
6. What do you hope to gain from this partnership and what do you believe you can give to this partnership?
7. How does your work explicitly align with the values of United Way of the Greater Triangle and Band Together? Choose 3 that best apply to your work.:  
*United Way of the Greater Triangle Values:*
  - a. Anti Racism
    - We seek to understand and disrupt the ways racism shows up in our organizational culture, our work, and the Greater Triangle region.
  - b. Centering Community
    - We listen to, learn from, and amplify the voices of the people and communities most impacted by poverty and racism.
  - c. Solidarity
    - We leverage our tools, resources, and networks to partner with communities in achieving the change they seek.
  - d. Intentional Care
    - We recognize the inherent worth and dignity of all individuals by prioritizing relationships over transactions and extending care to ourselves, our partners, and our communities.
  - e. Sense of Possibility
    - We listen to, learn from, and amplify the voices of the people and communities most impacted by poverty and racism  
*Band Together Values:*
  - a. Connection
    - Strengthening bonds between nonprofits, communities, and supporters.
    - Acting as a bridge to align resources with causes through music.
  - b. Collaboration
    - Partnering with nonprofits, sponsors, artists, and volunteers to amplify impact.
    - Promoting teamwork as essential to achieving shared goals.
  - c. Community-Centered
    - Keeping the focus on the people and organizations you aim to serve.
    - Prioritizing inclusivity and equity in your efforts to unite diverse audiences.

8. What else do you want to share with us?

## **Mental Health Evaluation Rubric**

### **1. Describe your work and how it promotes individuals and/or families to access the skills, resources, or coping mechanisms needed to promote mental health.**

- **Low (1–3):** General or vague description of work; lacks clarity on how mental health promotion is achieved. Minimal connection to skills, resources, or coping mechanisms.
- **Moderate (4–6):** Provides a moderately clear description of the work and identifies some skills, resources, or coping mechanisms that support mental health. Evidence or measurable impact is limited.
- **High (7–10):** Offers a comprehensive and detailed description of how the work promotes mental health, with clear examples of skills, resources, or coping mechanisms. Evidence of measurable outcomes or success stories strengthens the response.

### **2. What would \$100,000 do for your organization? What impact do you expect to have with \$100,000? Include the number of individuals you expect to impact.**

- **Low (1–3):** Response lacks specificity or is overly broad; fails to provide a clear breakdown of how funds would be used or the expected impact. Number of individuals served is vague or missing.
- **Moderate (4–6):** Provides some detail about how funds will be used and the expected impact but lacks clarity on specific programs or measurable outcomes. Estimates for individuals served are somewhat reasonable but lack supporting context.
- **High (7–10):** Offers a detailed and compelling plan for the use of \$100,000, with specific examples of programs, measurable outcomes, and clear estimates of individuals impacted. Response demonstrates a transformative use of the funding.

### **3. How would you like to report on the outcomes from \$10,000 of funding through this partnership - including, but not limited to: how often, in what format, specific measurements, metrics?**

- **Low (1–3):** Provides minimal or vague details about reporting frequency, format, or metrics. Fails to outline a clear plan for measuring or sharing outcomes.
- **Moderate (4–6):** Suggests a basic reporting structure with moderate clarity. Includes some specific metrics or measurements but lacks depth or alignment with partnership expectations. Metrics seem only loosely connected to the outcomes or mental health goals.
- **High (7–10):** Proposes a robust and well-aligned reporting plan, including clear metrics, frequency, and formats that demonstrate accountability and transparency..

### **4. What volunteer engagement opportunities do you offer, or would you be willing to offer?**

- **Low (1–3):** Few or generic engagement opportunities listed; lacks detail or innovation. May appear hesitant or unclear about willingness to offer new opportunities.
- **Moderate (4–6):** Provides some volunteer opportunities with moderate detail; engagement activities are meaningful but not diverse or fully developed.
- **High (7–10):** Demonstrates a strong range of innovative, meaningful, and accessible volunteer engagement opportunities. Clear willingness to collaborate with corporations and tailor engagement activities to the partnership.

**5. What do you hope to gain from this partnership and what do you believe you can give to this partnership?**

- **Low (1–3):** Vague or generic response; lacks specificity about the benefits sought or contributions offered. Does not fully demonstrate an understanding of Band Together or UWGT as organizations.
- **Moderate (4–6):** Offers some detail about mutual benefits and contributions but lacks a clear or compelling rationale for the partnership.
- **High (7–10):** Clearly articulates what the organization hopes to gain and contribute, with specific examples that align with UWGT’s or BT’s missions and values. Response reflects a collaborative and mutually beneficial partnership vision,

**6. How does your work explicitly align with our values in strategy, execution, and evaluation? (500 words)**

- **Low (1–3):** Limited or vague mention of the values; lacks concrete examples of alignment in strategy, execution, or evaluation. May discuss values superficially without operationalizing them.
- **Moderate (4–6):** Shows partial alignment with 1-2 values, with some examples of how these values influence the organization’s strategy, execution, or evaluation. Demonstrates intent but lacks depth or measurable outcomes.
- **High (7–10):** Strong alignment with 3 values, with detailed and specific examples of how values guide strategy, execution, and evaluation. Evidence of measurable outcomes and a deep commitment to these values is clear throughout the response.



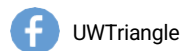
United Way of the Greater Triangle

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