



United Way Tar River Region

Creating a Better Future for Nash and Edgecombe Counties

Your United Way is tackling the biggest challenges in our twin counties:

- ★ We want our youth to achieve their full potential, both in school and within our community.
- ★ We want all individuals and families to have the life skills as well as the educational and economic opportunities that they need to become financially stable and independent.
- ★ We want a community where all citizens adopt and maintain healthy lifestyles with access to quality, timely, and affordable care for physical and mental health and wellness.

In 2008, you told us about your hopes and dreams for our two counties. Through a Community Needs Assessment, you helped us better understand the needs in Nash and Edgecombe counties. Knowing the needs of our communities is not enough. Now is the time to turn our attention to uniting people and resources to build a stronger community.

In March of 2010, the Board of Directors of United Way Tar River Region (UWTRR) adopted a Community Impact Plan. This was updated in January of 2020. We recognize that big ambitious goals such as successful youth and families, self-sufficiency for all, and a healthy community require the creativity and commitment of everyone in the twin counties. We are changing the way that we do business so that we can better mobilize the many resources in our community to achieve these significant goals.

With the new Community Impact Plan, your United Way is working across the twin counties to develop and implement strategies that make a difference for our biggest challenges. We are looking to support programs, services, and initiatives that deliver results. We will track these results and report how your contributions make real and lasting differences.

FOCUSING ON COMMUNITY IMPACT

Based on the assessment of community needs in our twin counties, the United Way is focusing on three community impact areas: Education, Income and Independence, and Health. We target the time, talent, and financial contributions of our community to programs, services, and initiatives that deliver results in each of these three areas.

Education: Building Successful Youth and Families

Your United Way wants all residents, and especially our young people, to achieve their full potential, both in school and within our community. To reach this vision, the United Way supports programs that help our youth succeed academically and graduate from high school with a successful transition to work or higher education. We also support programs that help our youth develop the skills and attitudes to be responsible and productive community members.

Income and Independence: Increasing Self-Sufficiency

Your United Way envisions a community where individuals and families live in healthy and safe communities where individuals and families can move from a crisis situation to independently meeting their own needs and pursuing their full potential. We help people connect to a sustainable network of safety net organizations offering a variety of services, referrals, and case management resources. We engage everyone in the civic and social life of our community and support the services that help us to respond to a community crisis or disaster.

Health: Creating a Healthier Community

Your United Way envisions a community where all citizens adopt and maintain healthy lifestyles with access to quality, timely, and affordable care for physical and mental health and wellness. We target programs and services that provide the

Building Blocks for a Stronger Community



education and services that promote a healthy lifestyle and help people manage and prevent chronic physical and mental illnesses. We also support services that increase the access that individuals with limited resources have to affordable and timely urgent, chronic, and preventive care.

INVESTING IN RESULTS

These three areas are the building blocks of a stronger community and your United Way is using a strategy to address these three impacts. With Community Partner Investments, United Way makes strategic investments in nonprofit organizations that are delivering results related to one or more of the three selected impact areas.

Community Partner Investments

Community Partner Investments is a refinement of United Way's long-standing commitment to raising and distributing funds to nonprofit agencies operating in the two counties. We deliberately chose the term "investment" to reflect that we intend to dedicate community resources – including campaign dollars, volunteer time, and in-kind services – with the expectation that the community partner will deliver results in at least one of the three impact areas.

Each year, UWTRR's Board of Directors will set aside a portion of the dollars raised in the previous year to each of the three impact areas. An agency, organization and/or collaborative applying for program funding must meet, at a minimum, the following criteria to be eligible for United Way funding: 1) be a 501(c) 3 with an active volunteer Board of Directors and the ability to produce financial statements and a yearly budget; 2) have a current Solicitation License; 3) have an IRS Form 990 or 990EZ (if required); 4) agree to and sign the United Way Guidelines; 5) be in compliance with the Patriot Act; 6) have a presence in Nash and/or Edgecombe counties; and 7) deliver programs or services that fall into one or more of the target strategies selected by United Way within the three Community Impact Areas. Applicants must be able to describe the target strategies they will use and how these strategies will result in tangible results for program participants. Eligible organizations may apply for programs in more than one impact area. Letter of Intent organizations are only permitted to submit a LOI for one program.

Applications are available to approved organizations in January and are due to United Way around February/March. Impact Teams, made up of UWTRR Board members and volunteers, make a recommendation for one or three years of funding to the UWTRR Board, who is responsible for the final decision. Decisions are based on a rating

system that includes at a minimum: ability to deliver on promised results, cost-effectiveness of program strategy, financial need of the organization, history of success, and willingness to share resources and expertise with the United Way and others.