

UNITED WE FIGHT
UNITED WE WIN

LIVE UNITED®



United Way of
Greater Chattanooga

Community Investment :

- UWGC is invited into 400+ companies during corporate campaigns every year. The vast majority of our annual dollars come through employee giving and corporate gifts. Just like every organization, we have a **responsibility** to our 100,000+ donors to make sure these dollars go toward the most effective solutions for the biggest problems.
- For years, great work has been done, but as a community we aren't moving the needle fast enough on key issues. We can do more. We must do it together.
- For the last 2.5 years, United Way has co-created the Community Investment process with our partner agencies and community members. We worked with our partners and community members to rebuild this process to be more flexible and collaborative. You'll see more innovative solutions, collaborative community efforts, partners new and old, and faster impact.
- This is what people expect from United Way. We bring people together, to solve our communities most pressing issues. The community deserves our best in this new effort and we will deliver it.

What is United Way's Community Impact Strategy?

To create an **environment of opportunity** for all, we focus on building **stronger neighborhoods**, **improving the systems** that serve children and families, and **ensuring every individual is empowered to achieve their full potential**. This targeted approach is fueled by **broad civic engagement** that brings together the people, resources and, services necessary to **improve economic mobility**.

#JoinInFight

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How are we doing it?

- **Impact Fund:** We support our region through a network of partners that work collaboratively to provide comprehensive and coordinated services around one bold vision.
- **Innovation Fund:** We accelerate and build the capacity of organizations and collaboratives through grants and activities that strengthen organizational and financial stability, program quality, and growth.
- **United Neighborhoods:** We utilize a community-led model to create sustained neighborhood change by working with key partners and community residents to drive transformation and revitalization efforts.

Community Investment – Frequently Asked Questions:

Why is United Way changing from allocation model to this process?

Data tells us that community needs are persistent, and gaps are growing. Our Community Investment process will provide greater flexibility, more opportunities to be innovative and will be centered around community voice. That was the impetus for co-creating a new process alongside our partners.

What does this process mean for currently funded partner agencies?

Current partner agencies have an option to move directly into the new process or transition over time. Our hope with this process is that our partners will feel empowered to then tell us what key needs are, in addition to being better supported by United Way. For the first grant cycle, only United Way's current partner agencies will be eligible to apply for funding, which will begin in 2019.

Does this mean an agency I support won't get funding anymore?

Not necessarily. All current United Way agencies have been briefed about this change and their transition options. From there, the choice is for each agency to make on their involvement with this new process going forward. This process was designed to be community needs-centric, so there's no reason to believe any current agency wouldn't thrive within it.

What has the reaction been from agencies in hearing about this change?

The reaction has been vastly positive. Change is hard, and we acknowledge that. However, many agencies view this change as an opportunity to receive more funding, work more collaboratively or to use funding for innovative initiatives. We believe, like them, this is a positive thing for the community.

Who makes the decisions on funding?

The decisions will be made by a volunteer committee selected by United Way Board of Directors and staff and comprised of community leaders, corporate partners, non-profit partners, faith-based community leaders and other subject matter experts on community needs.

When will a non-profit agency that does not currently receive funding from United Way be eligible to apply for funding?

We will strategically be opening our grant process to new non-profit partners for the Impact Fund, Innovation Fund and United Neighborhoods. We want to respect our partnerships with our currently funded partner agencies and will determine when the best time is to open the grant process to additional non-profit agencies.

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