

# United Way of the New River Valley



## MEMORANDUM

TO: Partner Agencies and Programs

FROM: Shannon Hammons, Community Investment Chair  
Sara Bohn, Executive Director

DATE: March 3, 2020

RE: 2020 Community Investment/Funding Application Processes

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We have provided you with an Application Chart in your materials for due dates— please use this as your guide. The application process this year remains completely online. Please go to our website at [www.unitedwaynrv.org](http://www.unitedwaynrv.org), go to the Our Agencies tab, and select FUNDING APPLICATION. You will register with a user name and password, and then be able to proceed with your application. It is our hope this continues to simplify the process for you, and improve the information access for our Community Investment volunteers. **Application data & access will be secured and limited ONLY to our certified community investment volunteers.**

The two brief narratives in Section I specifically assist with the articulation of your impact in our local community; first on community/client impact, and then one that is client specific (names are not asked for respect of your clients' privacy). These continue to be immensely helpful to community investment volunteers, and we are finding ways to use them in our campaign. These are required, and not optional; **Please make sure this is LOCAL data and a LOCAL client story. Ideally, we would like to have the opportunity to pair a photo with the story at a later date.**

One third of our partner agencies each year are asked to join us in an impact study. As an Impact Study agency, an agency/program has an opportunity to dialogue and share information with the impact panel as a whole at an agency/program site, rather than with just one volunteer. The emphasis will continue to be focused on program information and impacts, although some key governance review items will be covered for public due diligence purposes. Other written program information will be requested from the 8-9 Impact Study Agencies/Programs each year, but the subsequent two years, partner agencies/programs will simply complete a general application and attend an optional panel conference with the Impact Panel – no individual volunteer will be assigned to the agency. Program information is used from last year for the next two years on agencies/programs until their year to be an Impact Study agency/program rolls up again. (See the list at the end of this memo).

The UWNRV staff is presently working to refine our development strategies to help us counter the nationwide trend down in workplace donations. During the Community Investment process this year, agencies and teams will see more conservative figures of available resources as we work towards a

funding model that utilizes donations collected versus primarily using pledges for the year. In some instances, campaigns are still running or have not turned in their commitments. Any additional funds collected after the Community Investment deadline will be allocated to our partner agencies in a timely manner.

It is requested that agencies take this information into account in your expectations and your request. Requests impact decision-making and can cause issues across panels as Community Investment volunteers evaluate real needs from desires. **Please factually state how your agency determined the amount requested, and how funds from United Way of the New River Valley will be applied in your program/s or agency.** This is taken very seriously in the Community Investment process.

Thank you for helping make our local United Way efforts a success and for your commitment of service to our neighbors in Montgomery, Radford and Floyd, as well as the New River Valley. If you have questions, please **call Marcela Jara-Radlbeck at the United Way office at (540) 381-2066** or email at **marcela@unitedwaynr.org**. When the volunteers serving on the impact committee that includes your agency/program have planned their schedule for April/May, we will contact you to help plan your participation in the Community Investment process.

*NOTE: Feedback from the 2019 Community Investment panels will be emailed separately to you (if available for your agency/program). Please note that this feedback is confidential, and shared confidentially only with your agency/program in a cooperative spirit.*

\*State Campaign application information is forthcoming in a separate email from Autumn Waish and should be available at the start of April.

**2020 Impact Study Agencies – Impact Study Form Required ONLY from the following:**

**Valley Interfaith Child Care Center  
Radford Clothing Bank  
Mont. Co Emergency Assistance  
Floyd Co Emergency Assistance  
Community Health Center  
Floyd Co Fire Department  
Goodwill Industries  
Intellectual Disabilities Agency**