

TO: Partner Agencies and Programs

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

DATE: March 12, 2021

RE: 2021 Community Investment/Funding Application Processes

We have provided you with an “Application Chart 2021” in your materials that lists required documents, location to submit documents and due dates. Please use this as your guide.

This year’s application process is completely online:

- Please go to our website at www.unitedwaynrv.org
- Go to “OUR AGENCIES tab and select “FUNDING APPLICATION 2021”.
- Where you see a yellow triangle, you can *login or register* with a username and password, and then be able to proceed with your application.

This online process should simplify the process for you and improve the information accessibility for our Community Investment volunteers. **Application data and access will be secured and limited to ONLY our community investment volunteers.**

The two brief narratives in Section I specifically assist with your explanation of your agency’s impact in our local community; first on community/client impact, and then client specific (names are not asked for out of respect for your clients’ privacy). These continue to be very helpful to community investment volunteers, and we often will use them for 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 be part of an Impact Study. As an Impact Study agency, you have an opportunity to share information with the Impact Panel at your agency/program site. 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 following two years the partner agencies/programs will simply complete a general application and attend an optional panel conference with the Impact Panel. Program information is used from the Impact Study year for the following two years on agencies/programs until their year to be an Impact Study agency/program again. Please see the list of agencies that will have an Impact Study this year, at the end of this document.

The UWNRV staff continues to refine our development strategies to help counter the nationwide downward trend in workplace donations. During the Community Investment process this year, agencies and teams will similarly see more conservative values of available resources as we work towards a funding model that utilizes actual donations received versus pledges expected. If 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.

Please take this information into account in your funding expectation and funding request. Your funding request impacts decision-making as Community Investment volunteers evaluate real needs from desires. **Please factually state how your agency determined the amount requested, and how funds from UWNRV will be applied in your program/s or agency.** This is taken into consideration during the Community Investment process.

We updated some of our fundraising guidelines, policies, and information this year. When you sign the Memorandum of Understanding, that also means that you agree to follow these updated guidelines and policies. Please pay special attention to the following updated documents:

- Partner Agency Guidelines
- Grant Funding Process
- Partner Agency Fundraising Policies

Thank you for helping make our local United Way efforts a success and for your commitment of service to our neighbors in 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**. Our Impact Committee volunteers plan to review your agency/program in April/May. We will contact you to schedule your participation in the Community Investment process during this time.

NOTE: Feedback from the 2020 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 Lynn Rogers (lynn@unitedwaynr.org) and should be available in April.

2021 Impact Study Agencies – Impact Study Form Required ONLY from the following:

- **Girl Scouts of Virginia Skyline**
- **Literacy Volunteers of the New River Valley**
- **Med-Ride NRV**
- **New River Family Shelter**
- **Radford/Fairlawn Daily Bread & Meals On Wheels**
- **Women’s Resource Center of the New River Valley**