

This tool is provided for completion by each Agency applying for United Way funding in Sampson County. Some of the information may already be captured on the full application, however, this form is intended to provide clear, summarized program/impact statements which will not only assist applicant presentations to the UW Board but will also assist board members as considerations are given and award decisions made.

Introductory Statement

What is Community Impact? (as defined by United Way of Sampson County) The *measurable and substantial impact* made in the community by the *effective investment of funds to improve the lives of our residents*.

With the above impact statement in mind, please complete the following and restrict all responses to the allotted space for each.

AGENCY NAME:

COMPLETED BY:

DATE:

1. Amount of funding requested?
 2. **For previous/current recipients:** Does your funding request reflect an increase, decrease or no change in relation to prior award? (Requests differing from prior year **must** include an explanation)
 3. What high priority need(s) will you address using United Way funds? (education, financial stability, health issues)
 4. List the TOTAL anticipated number of individuals that benefit through this project AND the number benefited SPECIFICALLY due to United Way funds. Please include categorical data (such as children, teenagers, adults, elderly, etc.) and how you will address diversity among those served. (Note: At the conclusion of the United Way funding year, recipients will be asked to complete a final report of actual outcome in comparison to anticipated.)
 5. List two measurable project goals and the anticipated outcome that will be used to gauge the effectiveness of your investment as explained above. (Example: % Increase due to United Way Funds). (Note: At the conclusion of the United Way funding year, recipients will be asked to complete a final report detailing actual outcomes in comparison to anticipated outcomes).
 6. Please describe the impact on your project/services if you are not awarded United Way funding?
 7. Please describe how your Agency supports our United Way. (for example: Encouraging board members/employees to contribute to the annual campaign, increasing visibility via our logo on all written materials, mentioning our funding in newspaper articles, on social media, etc.)
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