

## United Way of Sampson County Community Impact

United Way of Sampson County recognizes that there are a great number of worthy charitable organizations at the county, state and national levels. We also acknowledge that our partner agencies offer a valuable service to the community and commend them for all their hard work to make a difference in Sampson County. However, it is increasingly difficult for many people to understand what distinguishes United Way of Sampson County from the other existing charitable organizations in our midst.

Recently, the Board of Directors completed a strategic planning session to address this issue and embraced the concept of community impact. We are excited to share our vision and look forward to working with you as we move towards this goal. What is community impact? Community impact is simply the measurable and substantial impact made in the community by the effective investment of funds raised. We want our investors to clearly understand our mission is to improve the lives of residents living in our community.

As a result, we see ourselves as not only raising dollars, but more importantly analyzing the challenges in Sampson County and underwriting programs that can effectively address the high priority needs. To this end, over the next six months we will be conducting a community wide needs survey and hope to obtain representative participation by all major ethnic and geographic segments of the county. We will then use this information and the analysis of existing statistical data to establish the high priority need areas in our county. An annual evaluation of the community's needs will be performed to continue to address high priority areas.

This marks an important change in our traditional allocation methodology. However, we want everyone to understand that this change is in no way a criticism of any agency or program. We feel it is our inherent responsibility to insure the funds we receive from investors make the greatest impact tackling the most pressing local needs. It's also important to understand that this move to community impact will be transitioned over a period of four years.

During the first year, we will be conducting the needs survey and gathering data to establish our community's high priority needs. Since this study is not yet completed, the outcomes portion of the 2013 funding application, which we have been using for several years now, will be weighted heavily. Here we are looking for measurable outcomes with numbers and trends.

Once the priority needs are established, we will communicate them each year to every agency and program applying for funding. During Year 2, 2014, two-thirds of the overall dollars available will be awarded based on the existing outcome model, with agencies addressing United Way's priority needs competing for the remaining one-third of dollars available. In Year 3, 2015, agencies will receive one-third of the overall funds available using the existing outcome model, with the remaining two-thirds competed for by any agency addressing the high priority issues. In Year 4, 2016, full community impact is reached with all funding dollars allocated to agencies addressing the priority issues.

Each agency requesting United Way of Sampson County dollars must justify its request from the first dollar forward. The focus of the allocation process will be the high priority need addressed, target audience assisted, outcome measurements proposed, and current measures used to gauge effectiveness.

These outcome measurements will allow United Way of Sampson County to provide a year-end "Return on Investment" report detailing how United Way funded programs have benefited the community. This provides accountability not only for our agencies, but for United Way of Sampson County as well. We need to quantify to our investors the return on their investment which is the very essence of community impact. Improving lives in our community is the mission of United Way of Sampson County.