

# OUR FOCUS FAQ

## Investing in our Community

United Way of the Eastern Upper Peninsula is a community impact organization. It is our responsibility to our community, donors and consumers, to maximize our community impact. To do this, our efforts will focus on a specific issues that is important to our community in order to make the greatest impact.

### FEBRUARY 2016

Release request for Letters of Intent

### MAY 2016

Letters of Intent are due. Reviews, Technical Assistance meetings convene.

### SEPTEMBER 2016

Agencies invited to submit full grant application.

### OCTOBER 2016

Grants are due. Committees begin review process.

### FEBRUARY 2017

Citizen's Review Panels meet and score grant applications.

### APRIL 2017

Community Investment results made public.



## HOW WILL THE FUNDING PROCESS BE DIFFERENT?

In 2014, United Way of the EUP (UWEUP) began the development of a Community Impact Plan and a new approach to United Way business. Designed to create long-term community change, this plan will be a road map for United Way and our partners on how to build a better community that provides opportunity for all. It will guide us in connecting the strengths and assets of our communities with opportunities to improve in a measurable way. Community Impact harnesses the power of the entire community to create significant, sustainable improvements; it requires many community partners working together to solve complex, systemic problems.

The adoption of the new model came after considerable Board discussion and a thorough exploration of the impact on our current partners as the model demands that the process be open to all qualified participants. The Board reasoned that the UWEUP has a duty to the community, our donors and consumers to evaluate and support improvement strategies that offer the greatest impact to our community as a whole.

Statistics, annual funding, and RFP are available on our website at [www.UnitedWayEUP.org/Grants-Awards](http://www.UnitedWayEUP.org/Grants-Awards).

## WILL UNITED WAY BE CREATING MORE INITIATIVES?

United Way does not currently have a plan to create more initiatives or programs. However, United Way's future work will be more focused on collective impact strategies. United Way may become the "hub" or coordinator for effective and aligned community impact and work with strong partners to reach our mutual goals around a single focus.



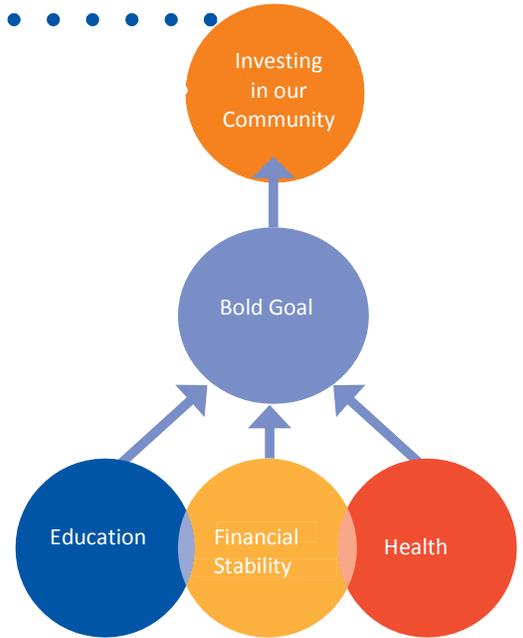
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### WHY IS UNITED WAY MOVING TO COMMUNITY IMPACT?

After reviewing the data and feedback during a more than a 2 year-long strategic planning process, United Way and its volunteers concluded that the most powerful way to positively impact the community is to focus on the long-term economic sustainability.

United Way will remain committed to the building blocks for a good quality of life—education, income and health. Each of these areas will employ specific strategies to address the overall issue of Building an Educated Workforce.



### WHAT ABOUT BASIC NEEDS?

Basic needs programs serve our EUP's most vulnerable residents by making sure they have adequate access to services that allow them to stabilize and work towards self-sufficiency. United Way will continue to support the efforts of our various community partners that administer basic needs programs. Funds will be specifically set aside to address basic needs.

### WHO WILL BE MAKING THE DECISIONS?

United Way relies on the expertise and dedication of a diverse team of local volunteers to make difficult investment decisions. United Way has convened a strategic planning team, board members, knowledgeable volunteers, community experts, and staff to guide the organization during this transitional process. These teams have researched and analyzed United Ways of similar size/demographics in Michigan. For 2016-17 we look forward to developing strategies, marketing tactics and evaluation methods that will be necessary to execute these strategies.

