

**SECTION 1: United Way of Loudon County (UWLC)
2021-2022 Application Fact Sheet**

- Community Impact is defined by UWLC as “creating lasting changes in community conditions”.
- Community Impact has been a focus of United Way’s work over the last several years. UWLC has always made a difference in the lives of individuals and families. Now there is an intentional focus on “root causes” of community issues and how they can be reduced or removed as obstacles to people being able to achieve their potential for independence.
- There are many agencies and organizations working to solve community problems, and it makes sense to broaden United Way’s focus, create a consistent, coordinated approach to deliver the resources, create plans of action and work toward lasting change in the community.
- UWLC has identified four focus areas which will direct its community impact work with the ultimate goal for each focus area to create opportunities for people to achieve goals for independence and a “good life.”
- When preparing an application for UWLC support, please keep in mind the four focus areas and align your request with one of the areas listed below:
 1. **Education** (helping children, youth, and adults achieve their potential)
 2. **Financial Stability** (promoting financial responsibility and independence)
 3. **Health** (improving people’s health)
 4. **Basic Needs** (supporting critical services)
- UWLC expects that an application for program funding will create a consistent and coordinated approach as well as a commitment to work towards lasting change.
- Cooperative programs involving several partners are strongly supported by UWLC.
- The UWLC Allocation Committee will be reviewing potential investments with an emphasis on monitoring program outcomes/results.
- Program interviews will be scheduled for **March** with Agency Presentations followed by question/answer format by the Allocations Committee. **NOTE: DUE TO COVID THESE WILL BE DONE VIA ZOOM.**