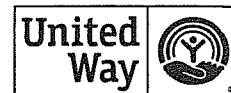


P.O. Box 153
Rockingham, NC 28380
tel 910.997.2173
fax 910.895.6012

Michelle Parrish
Executive Director



United Way
of Richmond County

June 24, 2014

Dear Community Partner,

I would like to invite your agency to consider partnering with United Way of Richmond County on meeting the critical health and human needs in Richmond County. Our goal is to create long-lasting changes by addressing the underlying causes of problems. I find this the most satisfying part of my job – investing in the success of our agencies and learning more about the wonderful programs our Community Agencies provide to meet critical human needs in our community.

If you have received or applied for funding from us in the past, you will notice some changes this year. With the increased need in our community for health and human services and with limited dollars available, United Way's Board of Directors must ensure that our Community Investment grants are being made as wisely as possible. And our investors (donors) want to know that we are making the greatest possible IMPACT in the areas of need identified by our community. Also, United Way of Richmond County is focusing on measuring results in programs and sharing our priorities with the community more effectively.

This effort is a work in progress for us. While we refine it over the next several years, we welcome your input on our process, our materials, and our effectiveness.

We continue to ask all agencies to submit a **very** short Letter of Intent to apply for funding. Please review the eligibility guidelines and our current funding priorities. If the program for which you are seeking funding fits these guidelines, please submit the following Letter of Intent by **12:00 noon on July 18, 2014 with 13 copies mailed (PO Box 153, Rockingham, NC 28380) or delivered (208 E. Franklin Street, Suite E, Rockingham.) NO LATE APPLICATIONS WILL BE ACCEPTED.** The United Way of Richmond County Board of Directors will review these letters and invite eligible agencies to make a presentation at a scheduled date and time. If your agency is accepted then your agency will be invited to submit a full application in September 2014.

We are asking for less information about your agency and more about the program for which you are seeking funding. You will be asked to specify clearly the anticipated outcome of your program. Please tell us what you are attempting to do, why there is a need for it, the expected outcome, and how you will know if you have achieved this outcome. As much as possible, this information should be quantified. We realize this is a continued change, and we will be available to provide you with technical assistance, if you are invited to submit a full application. Please note we understand that you are small agencies with limited resources, so we are not asking you for professional program evaluations, simply whatever data you can provide on how your program will make a difference.

As in the past, prior funding by United Way does not guarantee funding in any subsequent year. This is evaluated by the allocation committee and board of directors annually.

If you have questions, please feel free to contact me via email michelleparrish@bellsouth.net or by phone at 910.997.2173. Thank you again for your interest in partnering with United Way in meeting our community needs and for all you do to make our community a better place.

Sincerely,

A handwritten signature in cursive script that reads "Michelle Parrish".

Michelle Parrish
Executive Director

**United Way of Richmond County
2015 Community Investment Grant
ELIGIBILITY AND APPLICATION GUIDELINES**

ELIGIBILITY TO APPLY

- ❖ Agencies providing health and human service programs
- ❖ Organizations that provide services in Richmond County
- ❖ Non-profit organizations – 501 (c) 3 status or IRS equivalent to nonprofit status
- ❖ We will consider applications for funding programs of schools and governmental organizations, as long as they are specific and discreet programs/projects and not covered by tax funds.
- ❖ We will fund new or existing programs, as long as they meet United Way criteria.

FUNDING PRIORITIES FOR 2015

We have ranked our funding priorities for the year from highest to lowest. We will consider applications for programs that meet any of the following. Please note: Funding is provided for specific programs, not overall operations. (For very small agencies with only one program, that agency is eligible for funding if it meets our priorities.)

▪ **strengthening & supporting families**

Families are the foundation on which strong neighborhoods and communities are built. The home is a child's first classroom and parents are the earliest teachers. Increased parenting, problem resolution and coping skills helps to ensure that the family home is a safe and supportive learning environment. A community with high rates of employment and home ownership is safe and strong. Individuals in possession of better skills are more likely to find work and retain a living wage to sufficiently support themselves and their families. We need to improve our family functionality.

Our Vision: In our community, families will have the knowledge and skills to thrive in a safe and healthy environment with access to affordable, quality services and support when they need it. In addition, all individuals will have the life skills, educational and economic opportunities to become self sufficient.

Target Areas:

1. Adults have the necessary relationship skills and social support to be responsible, successful parents. In addition, **parenting programs** and support groups that help to reduce stress, anger, and teach parents how to cope with children with emotional and behavioral problems.
2. Increase access to **affordable, safe housing**. Build home ownership.
3. Assist community members **avoid or overcome chemical dependency**.

▪ **meeting basic needs and crisis services**

Many individuals and families in Richmond County lack adequate food, shelter, medical care and emergency assistance. A strong, safe community cares for those in need of life's basic necessities.

Our Vision: Whether it be providing a safe haven for victims of child abuse and domestic violence, or assisting individuals and families struggling to meet basic life necessities such as food, clothing, safe shelter, medications, and emotional support, these "safety-net" services are important in order for a community to be able to readily respond in times of emergency and crisis.

Target Areas:

1. Community members can **meet their basic needs** by supplying sufficient nutritional food; adequate seasonal clothing; utilities; and stable, affordable housing.
2. Assist community members **overcome the impact of natural disasters** and emotional, financial and legal crisis's.
3. **Provide temporary assistance** due to job loss, illness or other emergency.
4. **Decrease domestic violence** by teaching life skills to clients, promoting self-recovery through personal preparedness, as well as transportation, literacy and child care assistance as clients work towards self sufficiency.

▪ **empowering children & youth to succeed**

Children are better able to achieve success in both the classroom and in life when they enter kindergarten ready to learn, spend quality-learning time with their parents, attend structured after-school programs and have positive goals for their future. Instilling confidence, character and knowledge in all our youth through mentoring and after-school programs. Ongoing support is critical not only to their individual futures, but also to the future of our entire community. Ensuring that today's youth avoid drugs, alcohol, and crime—and receive a quality education—is their key to a future filled with promise. What we do for our children now—the quality early care and learning opportunities they receive—will impact not only their health and well being today, but will guide the direction they take and the choices they make in the future.

Our Vision: Our children will enjoy healthy social, emotional, cognitive and physical development. They will live in a safe environment with nurturing and supportive adults that will help them to grow up and achieve their full potential.

Target Areas:

1. Teach children & youth the skills and support needed to: develop positive, healthy relationships; excel at learning; avoid drugs and alcohol; prepare for the workforce; contribute to their community.
2. Provide **gang prevention** and resistance programs.
3. Develop and implement **drop out prevention** programs.
4. Invest in **increasing success level** for children entering school.
5. Invest in increasing youth participation in **quality programs outside of school hours**. (Gang prevention)
6. Invest in increasing **mentoring relationships** between youth and adults.

▪ **promoting health and wellness**

By helping people change their lifestyles to move toward a state of optimal health in mind, body, and spirit, individuals will live healthy, independent lives. In families with health insurance, parents don't think twice about going to the doctor when their child has an ear infection or a sore throat. But for uninsured families in Richmond County, making the choice of going to the doctor could mean going without food or basic house hold expenses like rent or utilities. The slow economy, higher unemployment and rising health costs mean that more Richmond County citizens are becoming uninsured.

Our Vision: Healthy people are more productive and require fewer community-based services. Adults are more productive at work, children are more prepared to learn, and older adults and persons with disabilities receiving supportive services can benefit from an improved quality of life.

Target Areas:

1. Community members reduce health risks by **employing prevention strategies** and engaging in wellness activities.
2. Community members avoid or overcome chemical dependency.
3. **Reduce obesity** with healthy eating habits and exercise.
4. Ensuring **independence and support for elderly** residents and increasing skills, opportunities and activities for seniors to thrive.

PROGRAMS MORE LIKELY TO BE FUNDED WILL:

- ❖ Address identified and/or emerging community health and human service needs
- ❖ Benefit a number of people
- ❖ Deliver services efficiently and cost-effectively
- ❖ Encourage self-reliance
- ❖ Focus on prevention
- ❖ Avoid duplication of services
- ❖ Enhance cooperation and collaboration among organizations

WHAT WE DO NOT FUND

- ❖ Political campaigns
- ❖ Loan payments or deficit spending
- ❖ Services normally supported by tax dollars
- ❖ Capital campaigns for buildings, etc.

TIMELINE

June 2014	Publicize to our Partnering Agencies to submit a <i>Letter of Intent</i> to apply for funding
July 18, 2014	Letters of Intent due to United Way office
August 2014	Board of Director review and / or interview applying agencies
September 2014	Applications delivered or emailed to agencies
October 2014	Applications due to United Way Office

**United Way of Richmond County
2015 Community Investment Grant
LETTER OF INTENT**

Please complete the following form and return it to United Way of Richmond County by 12:00 noon on July 18th. **NO LATE APPLICATIONS WILL BE ACCEPTED.** Community Investment Applications will be issued to agencies whose programs fit the United Way of Richmond County's Eligibility and Funding priorities. A letter of intent is required of all agencies, regardless of past or present United Way support. Please fill out a separate letter of intent for the program for which you are applying. *Please note that completion of this form does not guarantee funding.*

Organization Information:

Organization Name: _____

Contact Person(s): _____

Mailing Address: _____

E-mail: _____

Phone: _____ Fax: _____

Organization's Mission Statement: _____

Organizational Status: ___ 501 (c) 3 ___ Other (Specify) _____

Program Information:

Program Focus Area: (Please select the primary outcome that your program will deliver.)

- Strengthening & Supporting Families** - enhancing financial stability, parenting skills, education and vocational skills to improve their employability and create opportunities for self-sufficiency and strong family units.
- Crisis Services** - addressing basic, temporary and urgent needs including food, shelter, safety, and disaster/crisis response.
- Empowering Children & Youth To Succeed** - preparing children and youth to become responsible adults who are emotionally, cognitively and physically prepared to succeed in school, work and their community.
- Promoting Health and Wellness** – maintaining and improving physical and mental health services and access to them.

Program Description: On a separate sheet describe the program/service for which you are seeking funding.

Program Budget: Attach the budget approved by your board for this program.

Total Amount Requested from United Way of Richmond County: _____

Please return to United Way of Richmond County office by 12:00 noon on July 18, 2014 with 13 copies of completed "Letter of Intent."