Our Strategic Approach

There is no better investment in the future of our community than your contribution to the Impact Fund. That’s because no other contribution supports as many critical services for as many people in our community. And no other organization can bring together as many resources, as effectively or efficiently.

ALL AGENCIES SUPPORTED THROUGH THE IMPACT FUND MUST:

- Undergo a rigorous, community-led, competitive RFP process
- Demonstrate an ability to achieve large-scale results
- Demonstrate performance during site visits
- Be selected for funding by a large number of community leaders and volunteers
- Collaborate, not just with United Way, but with one another
- Be accountable for delivering measurable results for the largest populations of people in need

OUR WORK HAS FOUR KEY DRIVERS:

**Innovation:** Tackling our community’s most pressing problems with new ideas, technology and forward-thinking innovation

**Collaboration:** Bringing together our region’s best — business and community leaders, government and nonprofit organizations — to develop holistic solutions to our most urgent issues

**Efficiency:** Your United Way is among the most efficient nonprofits in the U.S., spending just 12% of your dollar on administrative fees, far below the nationally recommended standard (of 35%*).

**Effectiveness:** Providing strategic guidance for teams of nonprofits, coordinating resources to ensure all organizations are working together to address the root causes of systemic problems