What has changed about Heart of Missouri United Way?
United Way has shifted the focus of our work from trying to keep up with overwhelming and un-met community need to addressing the underlying causes of those needs. Community Impact addresses the root causes of our community’s problems. It’s about meeting today’s needs while working to solve tomorrow’s problems. Research has shown that the best way to help the most people is to focus on the underlying causes of the most serious problems. Through Community Impact, we have narrowed our focus in order to have the greatest measurable impact on the lives of people we serve, which also allows us to show real, measurable progress and demonstrate a true return on investment for our donors.

Why change?
Nationally, a majority of United Ways are moving or have moved to Community Impact. They did not do so without decades of thought, research and care. They recognized that the traditional model of raise money-give money was no longer relevant in today’s world. The reality is, communities, funders and donors have to get smarter, zero in on what the most pressing issues are, and work to solve community problems together. Heart of Missouri United Way has been moving toward this change since 2004 and intensively since 2009. While it may seem bold, it is necessary. Not changing would be irresponsible to those we serve, donors and the community.

Community Impact allows us to ask – What does the community say the greatest needs are? How can we work together to move the needle and actually change community conditions? How can we show donors a return on their investment that is evidence based and tangible? How can we use your money in a way that maximizes the return by collaborating, innovating and aligning with all available community resources to do more with less and do so in a shorter time frame?

What is the Community Impact Agenda?
Heart of Missouri United Way’s Community Impact Agenda is a call to action to create long-lasting changes that prevent problems from happening in the first place. We worked with hundreds of community leaders, volunteers, social service agencies, and school, city and county officials – all volunteers who invested thousands of hours to dig deep into the data – to determine the best course of action and focus for United Way’s work.

The result is our Community Impact Agenda which focuses on supporting strategies that increase the potential of at-risk mid-Missouri youth to succeed in school and life. By supporting our youth and families with youth in the areas of Education, Income, and Health, we will effect long-term change as well as providing safety net services to all members and sectors of the community. You can read more in our Community Impact Agenda on our website (http://www.uwheartmo.org/community-impact).
COMMUNITY IMPACT
FREQUENTLY ASKED QUESTIONS

How did Heart of Missouri United Way come up with its targets & goals?
Our research is summarized in the Community Assessment Report, which can be found on our website (http://www.uwheartmo.org/community impact). The research & analysis phase was intensive and utilized multiple sectors and experts to objectively evaluate the community’s needs. Check out the website to get a look at all of the data gathered and used to drive this process (http://www.uwheartmo.org/research-data).

All of the data and research was compiled and analyzed by the Advisory Councils – each comprised of volunteer experts in their respective areas of Education, Income, Health and Safety Net Services. After thousands of hours of process, they were able to identify critical issues in our community that could be addressed through Community Impact.

What about funding for current partner agencies?
The way we fund agencies has changed. HMUW is still allocating dollars to many of the agencies funded in the past model and some new agencies as well; however, the way we partner with agencies have changed.

While most agencies are still funded, funding has been based on their ability to move the needle for an issue or population and not because they have always been funded. Funding is based on their ability to change one or more of the targets as put forth through the Community Impact Agenda. Through a reliable grant process, the agencies that proved the greatest strategy to move the needle on the target(s) through the Community Impact Agenda were endorsed (vetted), ranked by an empirical process and received funding, voted on by the full Board of Directors.

Heart of Missouri United Way has also introduced new levels of partnership for community agencies. In addition to funded partners, Heart of Missouri United Way also endorsed community agencies interested in partnering with Heart of Missouri United Way in other ways aside from funding, including volunteer projects, capacity-building trainings and other collaborative efforts. This allows Heart of Missouri United Way to be a true convener and work with more organizations than ever before.

What about senior agencies?
We recognize the vital importance of our senior agencies and they will continue to enjoy all of the opportunities and resources that come with being a certified agency. While the Board of HMUW voted to focus on youth and families, it is obvious that seniors are part of those families in poverty that are the core target of the Community Impact Agenda. HMUW continues to fund safety net services that provide for seniors and will leverage other resources to help all in our community.
How is changing to the community impact model going?
The change may seem bold, but it was necessary. Going from a traditional focus to a transformational model has been difficult for some agencies, community members and volunteers. However, most have agreed that a change of this magnitude was overdue. Heart of Missouri United Way strives to be on the forefront of the best practices in philanthropy and focused on a return on the community’s (donors’) investment. We have been moving toward this change since 2004, intensively since 2009. We will continue to work with agencies and community members to find funding and other resources to enhance their critical work.

What’s happening right now in Community Impact?
We are in Phase III: This means, the information has been gathered, assessments collected, the community consulted, and the funding was apportioned into the impact areas of Education, Income, Health, and Safety Net. The old membership, now called certification process, has been opened to any not-for-profit that works to promote the following goals:

- **Education** - helps children and youth achieve their potential through education by increasing the number of our community’s youth who are ready to succeed in school and life.
- **Income** - works to reduce the number of financially unstable families and individuals and support their financial independence.
- **Health** - promotes healthy behaviors in our youth.
- **Safety Net** - provides access to services for families and individuals in times of need and empowers them to improve their future.

Pretty awesome goals! We are partnering with other organizations and institutions that have similar goals and data to collectively change the landscape for our community. We are also working with any nonprofit who wants to access our Volunteer Platform for use with their volunteer programming and projects.

We have grown from 31 member agencies to 50 Certified Agencies! Currently the funded partners and non-funded certified agencies are meeting monthly in Strategic Investment Groups. These groups are aligned based on targets (Education, Income, Health and Safety Net). This allows eight different agencies to work together with kids to find one common measure that we can agree upon and strive to change.

Have we seen the needle move yet?
One of the fundamentals of Community Impact is consistent assessment of measures in order to clearly identify what is working and what strategy needs modification. Please see our Community Impact Results Scorecard for first year results. For more information on these agency strategies, go to: [http://bit.ly/13q4qi7](http://bit.ly/13q4qi7) or contact The Heart of Missouri United Way.
COMMUNITY IMPACT
FREQUENTLY ASKED QUESTIONS

If an agency isn't getting funded, what other opportunities are there?
HMUW is promoting more year-round opportunities for involvement with Community Impact through volunteerism and broad-based community engagement. Some of the benefits of being a United Way Funded Partner or Certified Agency are:

• Use of the United Way logo – some nonprofits (especially new ones) know that United Way is synonymous with accountability and want to meet the standard set to become a United Way agency. They are not asking for funding but want access to all of the opportunities that come with being part of HMUW.
• Invitation to and inclusion in multiple capacity-building and professional development opportunities.
• Access to training and technical assistance from HMUW staff and outside consultants when appropriate.
• The opportunity to request volunteers for one-time, skill-based, and on-going projects.
• Opportunities to interact with companies volunteering and possibly gain a donor/volunteer.
• Opportunities to join collaborative and innovative efforts that have a collective impact.
• Opportunity to access emergency and safety net funding.

Does Community Impact affect only Columbia? What about the other counties HMUW serves?
Currently, Community Impact affects only Columbia as the research and metrics that led to the Community Impact Agenda are specific to Columbia and Boone County. If you give to the Columbia Community Impact Campaign, it will go to a strategy that impacts a local resident.

Does my contribution stay in the community?
When you make a donation to your local United Way, the money stays in the community. In fact, Heart of Missouri United Way funding improves lives of 1 in 5 local people!

Is United Way giving voluntary?
Giving time or money is a personal matter and completely voluntary. Local employers support the United Way campaign because it is the best way to meet people’s needs, but your gift is your decision.

What kind of budget does the local United Way need? How is it managed?
We take the business of investing and managing your gift very seriously. We attack the bottom line, reducing administrative costs as much as possible. Our administrative and fundraising costs are below 17%, which far exceeds Better Business Bureau guidelines, in part due to the dedication of thousands of community volunteers. Our extremely low overhead ensures that your money goes to people in need.

What should I do if I know someone who needs help?
Call 2-1-1 to reach a call specialist who can help you identify helpful services and connect you with the right agencies. This service is free and available 24 hours a day, 7 days a week, year-round. If, for any reason, your phone does not allow you to call 2-1-1, you may also call 800-427-4626 or visit the website at www.211helps.org.

How can I find out more?
The Heart of Missouri United Way office is located at 105 East Ash Street, Suite 300. We can be reached by phone at 573-443-4523 or email at office@uwheartmo.org. Our office is open 8:00 a.m. to 5:00 p.m., Monday through Friday, except on holidays. You can also find us online at www.uwheartmo.org.