

## Guidelines and Criterias

### Letter of Intent Guidelines

Organizations/programs submitting an Online Letter of Intent (LOI) should state a minimum of one program outcome that is in line with at least one of the following United Way 2020-2022 Objectives for funding.

**Basic Needs: Focuses on helping individuals meet their basic needs in the areas of food, shelter, safety, transportation and financial security.**

**Health: Improves access to and the availability of healthcare.**

**Education: Builds and participates in collaborations that will increase kindergarten readiness, third grade reading scores and high school graduation rates.**

- United Way staff will notify those who have submitted a LOI of their eligibility status.
- Organizations that submit a LOI that passes review will be invited to submit a full proposal. Application packets will be available in January 2020.
- Application packets will be completed on line at [www.swunitedway.communityforce.com](http://www.swunitedway.communityforce.com)

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## United Way of Southwest Wyoming Common Goals and Outcomes 2020-2022

### **Education -**

1. Children participate in an early literacy program designed to increase time spent reading aloud.

Outcomes:

- # of children who participated in a literacy program
- # of families who reported an increase in time spent reading aloud

2. Youth participate in an educational prevention program that provides support and information to decrease risky behaviors.

Outcomes:

- # of youth who participated
- # of youth who completed required assessments

3. Youth participate in a program that provides encouragement and support leading to academic proficiency.

Outcomes:

- # of youth who participated in the program
- # of youth referred for additional services
- # of youth who completed required assessments

4. Children are enrolled in an early childhood education program to improve kindergarten readiness.

Outcomes:

- # of children enrolled
- # of children who were referred for additional services
- Percentage of children who meet readiness standards for kindergarten

## **Health -**

1. Clients receive health care.

Outcomes:

- # of clients who received care
- # of first time clients
- # of uninsured clients
- # of clients referred for additional services

2. Clients receive in home services.

Outcomes:

- # of clients served per program
- # of clients who are uninsured
- # of clients this program allows to remain in their home
- # of clients who were referred for additional services

## **Basic Needs -**

1. Clients gain access to food and/or personal care items.

Outcomes:

- # of clients who received food
- # of clients who received personal care items
- # of clients who were referred for additional services

2. Clients receive housing assistance to support independent living.

Outcomes:

- # of clients who receive rental/mortgage/housing assistance
- # of clients who received utility assistance
- # of clients who received assistance to get or maintain a job
- # of clients who received shelter
- # of nights of shelter provided
- # of clients receiving assistance to apply for services such as SSA, SNAP, or energy/heating assistance
- # of clients who received education or information to help prevent homelessness

3. Clients receive assistance to maintain their safety.

Outcomes:

- # of clients receiving services
- # of clients who developed a safety plan
- # of clients who received assistance developing independent living skills
- # of clients who received prevention education or information

4. Clients receive education on financial management.

Outcomes:

- # of clients who gained access to education
  - # of clients who developed a financial plan
  - # of clients who completed required assessments
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**United Way of Southwest Wyoming**  
**Funding Eligibility Policy**  
**Approved by Board of Directors 05/22/2019**

To be eligible for United Way of Southwest Wyoming (UWSW) grant funding, an applicant organization must be a nonprofit corporation recognized by the IRS under section 501(c) (3) of the Internal Revenue Code and provide health and human services programming in the areas of Education, Health or Basic Needs. Services must be provided within UWSW's service area. Applicant must also meet the financial requirements as described in the Audit/Review Policy for Community Partners.

Health and human services, for the purposes of UWSW funding, does not include organizations whose primary mission places it in any of the following areas:

- \*Arts and cultural organizations
- \*Environmental preservation
- \*Animal welfare
- \*Civic and/or fraternal organizations
- \*Neighborhood associations
- \*Independent youth athletic leagues
- \*Charter schools, public school districts, private schools or their related nonprofit foundations
- \*Institutions of higher education or their related nonprofit foundations
- \*Government agencies, municipalities or units of government and their related nonprofit foundations
- \*Healthcare or social science research
- \*Economic development
- \*Public safety
- \*Institutional or professional membership associations
- \*Organizations whose primary mission is grant-making

Organizations must be governed by a Board of Directors that meets at least quarterly and keep meeting minutes.

Interested organizations that fall within one of the above categories are not eligible to apply for grant funding.

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## **SAMPLE PRESS RELEASE**

### **ABC Organization**

*For Immediate Release*

Date:

Contact:

### **ABC Org. Receives United Way Grant**

United Way of Southwest Wyoming awarded a \$10,000 grant to (ABC Organization) for the 2017-2019 year. This grant helps fund (ABC Organization's Sample Program) that provides (X services).

(Sample Program) aligns with United Way of Southwest Wyoming's (Basic Needs initiative to provide quality services to support independent living for individuals and families). *Please include information about program's outcomes.*

"We are fortunate to have the support of United Way of Southwest Wyoming to be able to continue this program at the level our community needs," said Jane Doe, President of ABC Org.

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### **United Way Marketing Policy for Community Partners**

Approved by Board of Directors December 11, 2019

United Way of Southwest Wyoming has established the following marketing policy for its funded community partners to increase local awareness of United Way impact in our communities.

Agencies or organizations funded by United Way of Southwest Wyoming must adhere to these guidelines in all materials related to funded programs. Please note that there will be ongoing follow-up with programs to ensure the required partnership marketing standards are being met.

Questions and concerns can be directed to Kelly Frink at 362-5003 or [kfrink@swunitedway.org](mailto:kfrink@swunitedway.org).

Please add United Way of Southwest Wyoming to your mailing list to receive any pieces that normally go to your volunteers, donors and clients. E-mail PDF versions are also acceptable and should be sent to [kfrink@swunitedway.org](mailto:kfrink@swunitedway.org).

**Signage:** Use United Way provided signage – “Community Partner” Sign

- Posted outside by entry door or
- Front office visible upon entry

**Program Publications:** Include a United Way Community Partner logo at all times. If a logo is not an option state that the organization is a “United Way Community Partner”, or “funded by United Way of Southwest Wyoming” in all materials. Logo should appear in the following publications, but is not limited to:

- Brochures
- Newsletter
- Annual Report
- Signs
- Event invitations and programs

**Identification in the media:** A press release sent to local media needs to be sent by the funded program in accordance with the signed MOU. A copy needs to be e-mailed/mailed to United Way of Southwest Wyoming upon submission to the local media. A sample press release is posted on our website.

Identify programs as United Way funded whenever giving newspaper, radio or television interviews or submitting press releases. Stress the importance of inclusion in article or segment.

- Press Release
- Captions of stand-alone photos
- Advertisements
  - Newspaper (include logo)
  - Radio
  - Cable TV (include logo)
  - Theatre Ads (include logo)

**Website:** The United Way logo needs to be posted and a link to our website: [www.swunitedway.org](http://www.swunitedway.org)

Share your website address with us and we will link it to our page.

**Other:** Include United Way logo on all displays or booths

**Logo Usage:** Logos for Community Partners are available on the United Way of Southwest Wyoming website.

The United Way brand identity is the tangible expression of all that we stand for. It embodies what we do, how we do it and why we are a beacon of trust and support throughout the communities we serve.

A carefully managed brand identity program will help carry our brand message to the world. These guidelines are provided to ensure the correct and consistent use of the brand identity system. By accurately implementing this brand identity system, you protect the equity of the United Way brand and better support repositioning.

**Rules for all United Way logos:** Never crop the logo from its rectangular shape or pull the hand graphic for stand-alone use

Place at the right side whenever possible

Do not reduce width to less than .75 inches for print or 1.25 for electronic uses



Full color - should be used whenever possible, but only for printing.



Full color - When placed on a colored background the white box around the logo is used as a control line and should be visible. This line also extends to include "Community Partner"; lettering remains blue.



RGB color – should be used for all PowerPoint and Web-based applications. DO NOT USE full-color files for those purposes or use the RGB file for printing.



One color black – To be used only when black is the only available color selection.



Black Special Usage – Used when the method of reproduction is faxing and photocopying or the surface of the paper is a color other than white. May also be used when reproducing on plastic, glass, metal, fabric or other materials.

**Contact Information:**

For questions about this application, please contact Shelley Richno at [srichno@swunitedway.org](mailto:srichno@swunitedway.org)

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