



IMPORTANT ANNOUNCEMENT TO ALL APPLICANTS!

Attention Applicants,

During this past year, the United Way of Mason County has been assessing and evaluating the impact it is having on the community. After these assessments were completed, we determined that our goal was to *increase the positive impact the United Way has on Mason County*. This means a stronger and more intentional focus on our Vision and Mission and increased commitments and support to those we fund (you, the applicant).

To achieve a greater impact on our community, one main objective is to increase the funds distributed to local organizations aligned with our Mission (you, the applicant). This however, does not come without reciprocity. In looking to increase funding, we are also looking to improve the information and data we receive back from those we do fund.

Our assessments revealed that we drastically need to increase our (United Way of Mason County) time engaged in high-level fundraising in order to increase the funds we can then distribute to you (the applicant). However, it's not only the time we spend engaging in fundraising efforts that will lead to increased funding, it is also an improved portfolio. We (United Way of Mason County) must clearly demonstrate the precise impact we have on our community and its stakeholders. In other words, we (United Way of Mason County) need to improve the information we provide to high-level funders.

To improve the information contained in our portfolio, we are going to be holding those we fund to a higher standard of reporting. No longer can we use information that indicates you used funds for general causes or to support a program, we are going to be looking for more specifics, "*the funds were used to purchase 500 children's books that went to low income (below poverty level) families; to increase early childhood school readiness through parental involvement in literacy.*"

Essentially, this goes back to the classic saying, "help me help you!" While we are going to be working diligently to increase the funding we provide to you in the future, we need your help to improve the information and data in our portfolio.

Please also note, going forward, those providing exceptional reporting will be those that continue to receive our funding support and those we will look at increasing funding to. Please take a moment to look at a general spreadsheet we are working on to assist with our evaluation process. When the time comes for reporting, these standards we will be holding everyone to.

Sincerely,

Carrie Lemmon,
Executive Director
United Way of Mason County



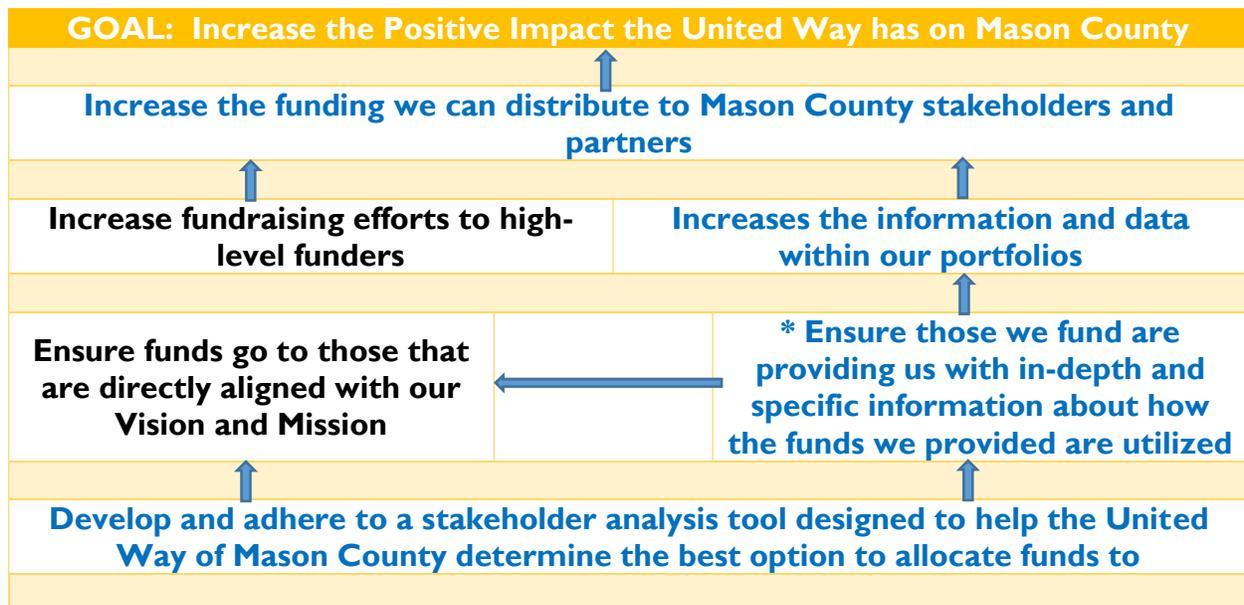
Strategic Improvement Plan

Vision

A Mason county where all individuals and families achieve optimum levels of health and wellness, possess the income needed to be financially stable and their educational experiences and learning potentials are maximized

Mission

To mobilize the power of our local community to help our neighbors in need and advance the common good



*E.g., “the funds were used to purchase 500 children’s books that went to low income (below poverty level) families; to increase early childhood school readiness through parental involvement in literacy.