



United Way of Greater Kansas City Board Approves \$27 Million in Funding for Programs at Kansas City area Nonprofit Agencies

(Kansas City, MO)----The United Way of Greater Kansas City (UWGKC) Board of Trustees has approved funding totaling \$27,041,849 to Kansas City area nonprofit agencies to help support hundreds of health and human service programs during the coming year. Approximately \$15.3 million will be going to 141 Kansas City area nonprofit agencies in the form of allocation checks. Another \$11.2 million will be going to area nonprofit agencies as a result of donor designations made by contributors during this year's United Way campaign. The UWGKC Board also voted to invest \$463,018 in strategic community initiatives, as part of UWGKC's Community Impact Agenda.

In addition, the Board approved the investment of another \$593,000 in United Way program services. Those services include United Way 2-1-1, Gifts in Kind, the United Way Volunteer Center, eleven Success by Six centers and operation of eight free tax assistance sites for low-income families.

Of the 310 programs receiving United Way allocation grants this year, 79 will receive funding increases, 205 will receive allocation decreases and 16 programs will receive the same amount as last year. In addition, the Board voted to fund 10 new programs that did not receive direct funding from United Way in 2009. Together, those new programs will receive a total of \$270,720.

The total available for allocation funding reflects the fact that the 2009 fundraising campaign raised 7.5% less than last year. United Way resource investment volunteers were forced to make tough choices. They were asked to closely compare agency proposals, measuring them on five criteria including program design, projected outcomes and how well the programs fit with the goals of United Way's Community Impact Agenda. It should be noted that many outstanding programs that provide vital services will nonetheless receive less funding than they received in 2009 due to the challenging economic conditions that impacted this year's United Way campaign.

The unrestricted dollars from this year's campaign will be invested in UWGKC's impact areas as follows:

- Successful Children, Youth and Families \$7,357,547
- Healthy People, Healthy Communities \$4,781,591
- Financial Stability \$1,244,765
- Safety Net Programs \$1,834,698

United Way will also be engaging community partners to create new, innovative approaches to critical issues facing our community. As part of its Community Impact Agenda, United Way will be seeking to leverage the \$463,018 that is being set aside to pursue community change strategies in the areas of successful children and youth, financial stability and health.

United Way enlisted the aid of 220 volunteers from across the metropolitan area in the resource investment process. They were divided into 28 review teams to consider 324 funding applications. Collectively, the volunteers invested more than 6,000 hours reviewing funding proposals, meeting with applicant agencies and participating in funding deliberation meetings.

For additional information, contact:

Ron Howard
United Way of Greater Kansas City
(816) 559-4644