January 7, 2008
For Immediate Release

United Way Seeking Input as it Creates Community Impact Agenda for Greater Kansas City

(Greater Kansas City)-----What do you believe are the major problems and issues facing our community? Affordable health care? Quality child care? Literacy? Transportation for the elderly? United Way of Greater Kansas City wants to know where you think it should be focusing its time, efforts and resources to make our community the best it can be.

As part of its effort to create significant lasting change, United Way is working to create a Community Impact Agenda. This agenda will, in essence, become a strategic plan United Way will use to guide the organization in establishing goals, setting priorities, seeking and investing resources and identifying community partners with similar goals. The process will take place over the next 18 months, and is just beginning with a series of stakeholder meetings designed to collect input from donors, community leaders, partner agencies, community foundations and United Way volunteers.

United Way is also encouraging members of the general public to complete an online opinion survey at www.unitedwaygkc.org. The short, five-minute survey asks people what they believe are the most pressing health and human service issues facing our community that have the greatest potential for change. The online survey will be available from January 7th through January 31st. People who don't have computer access can make a request to have a paper survey mailed to them by dialing 2-1-1 or (816) 474-5112. A Spanish version is also available by calling United Way 2-1-1. The community survey will be one of several tools United Way will use in creating its Community Impact Agenda for Greater Kansas City.

The survey and community dialogue sessions represent United Way's first step in creating its new Community Impact Agenda. This first phase will result in the selection of priority community issues, goals and outcomes, and will be completed in June 2008. In the second phase, United Way will again engage the community to help identify the strategies that will help reach the desired goals. United Way hopes to begin using the Impact Agenda as a guide for investment of resources in 2009 with United Way's Impact Agenda having even more of an impact on funding decisions in 2010 and thereafter.

It is important to emphasize that United Way of Greater Kansas City will continue to invest in direct service programs. United Way understands the positive impact direct services have on the lives of individuals and families throughout the Kansas City area, but also recognizes that we must do more to leverage positive, measurable results on the critical issues facing communities across the region. That could mean investing additional resources in existing programs at United Way member agencies, and/or investing funds in new programs and partnerships.

United Way's ultimate goal is to make Greater Kansas City a better place to live for all of us. Through this process United Way of Greater Kansas City wants to mobilize not only dollars, but also people's time, talents and expertise to achieve lasting results that will improve our community.

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