

Dear United Way Agency Executive:

You recently received a letter from Brent Stewart and Tom Cranshaw regarding an effort to develop "shared outcomes" among United Way funded programs. (A copy of that letter is attached for your reference.) Your agency is invited to participate in one of the initial shared outcomes planning sessions because it receives funding in one of the "program clusters" in which we will begin this work.

A meeting has been scheduled for DAY, March XX from ____ to ____ for representatives of agencies that provide youth development programming. Your agency is invited to send one or two representatives to this meeting.

At the meeting, agency representatives will participate in a facilitated discussion around service delivery strategies and the participant outcomes those strategies are designed to achieve. Please know that we realize every program is unique in some way and that differences in target population, program methodologies and the context in which programs are delivered often mean differences in program outcomes and how those outcomes are measured. Therefore, we are interested in identifying ways in which consensus may be reached at the same time that we acknowledge that total uniformity in programs' approach to outcomes measurement will not always be possible.

As a result, programs ultimately will be asked to seek funding by demonstrating how they support certain shared outcomes. However, United Way will also be interested in learning about outcomes that may be unique to a particular program.

We are pleased to have Karen Dehais, a consultant with extensive experience in nonprofit outcomes and human services planning and delivery, serve as the lead facilitator of this effort. Karen has helped United Way design a process that is collaborative in nature and that will a user-friendly way for applicant agencies to make use of shared outcomes as a tool for accessing United Way support.

Enclosed you will find a list of the agencies and programs that have been invited to participate in this session, as well as the "supporting outcome" of the United Way Community Impact Agenda under which they will be convened. Please review this document and decide whether your program is an appropriate fit for this group. In some cases, programs have been assigned to a supporting outcome that differs from the area to which the program applied for 2009 funding. This is the result of our effort to group programs together that have the most in common. If you have concerns or questions about whether this program cluster is the best fit for your agency's program, please let me know as soon as possible by contacting me at 816-559-4659 or jimmacdonald@uwgkc.org. **If you can't attend, please call me....**

To help us prepare for this session, you are asked to complete the enclosed questionnaire via an online survey at linktosurveymonkey, or by faxing your response on the enclosed form to 816-472-4207 (attention Karima Goodman). The questionnaire should just take a few minutes of your time to complete.

To RSVP for this meeting, please send an email to karimagoodman@uwgkc.org and include the name(s) of the representative(s) from your agency who plan to attend.

Sincerely,

Jim MacDonald
Vice President of Resource Investment
United Way of Greater Kansas City