

HUMAN SERVICES LEADERSHIP COUNCIL

United Way of
Greater Kansas City



February 27, 2009

Dear Agency Executive:

As you are aware, in recent months United Way of Greater Kansas City has been engaged in a planning effort to establish goals for its future community impact work. Much of the focus has been on the development of “community change strategies” that will shape United Way’s community initiatives, collaborative work and public policy advocacy.

We are now preparing to begin a new phase of this planning effort that will impact another aspect of our work—the annual funding of direct service programs. This effort will focus on the development of “shared outcomes” based on United Way’s Community Impact Agenda that will inform funding decisions over the next several years.

Through collaborative work between United Way and its funded partners, we will identify program-level outcomes that currently funded programs have in common, as well as characteristics that make them unique. We will then use that information to further define the United Way Community Impact Agenda for use as a framework in making resource investment decisions. The information will be incorporated into United Way’s request for proposals, and programs seeking United Way funds will be asked to demonstrate how they help to achieve the specified outcomes for the people they serve.

It is our hope that this work will help remove any ambiguity from the process of seeking United Way funding. More importantly, we expect that this work will better enable United Way to communicate the collective impact of its funded partners in the community. We also expect that this work will help inform future funding priorities by indentifying gaps in service, presenting opportunities for more focused efforts, and revealing potential areas for collaboration among service providers.

In the coming months, United Way and the Human Services Leadership Council will convene representatives of funded programs for facilitated discussions in each of the funded program areas. We will begin by convening a limited number of “program clusters” in April and May of this year. The agencies with programs funded in these areas will be notified of meeting times in the next few weeks. The results of those sessions will be incorporated into the 2010 request for proposals. For other programs that we convene later this year, the shared outcomes information will be incorporated into the 2011 request for proposals.

As the program clusters are selected and convened, in addition to notifying participating agencies, we will also post an announcement on the *Impact Planning* section of the *Nonprofits* area of the United Way of Greater Kansas City website. As we prepare draft proposals of shared outcomes in each program cluster, we will also post this information to the web page, as well as send it directly to affected agencies.

While your participation in these sessions is optional, you are encouraged to attend so that you may have input into the final product. Please watch your mail and email for more details about upcoming meetings.

If you have questions, please contact Jim MacDonald of the United Way staff at 816-559-4659 or jimmacdonald@uwgkc.org.

Sincerely,



Brent Stewart
President and CEO
United Way of Greater Kansas City



Tom Cranshaw
Chair
Human Services Leadership Council