

# United Way of Southwest Minnesota Community Impact Priority Areas



United Way of Southwest Minnesota is an autonomous, local organization with a mission to unite people and resources to improve lives and strengthen communities in southwest Minnesota. We do this by investing in the following priority areas.

## Healthy Community

- Achieving a healthier start to life
- Enhance community conditions that support healthy behaviors
- Promote healthy eating and physical activity
- Expand access to programs that improve physical, emotional, and mental fitness
- Connect individuals to food support efforts, programs, and opportunities
- Increase access to nutritious meals for those in need
- Boost nutritional awareness, food budgeting, and basic cooking skills

## Youth Opportunity

- Ensure children enter kindergarten developmentally on track in literacy, social, emotional, and cognitive skills
- Prepare elementary-aged students for success in later grades and high school graduation
- Assist learners in exploring interests and preparing for post-secondary education and careers
- Support in-school, after-school, and summer learning programs
- Promote family engagement
- Enhance literacy development
- Foster College and career readiness

## Financial Security

- Increase financial literacy skills for youth and adults
- Help individuals and families move toward financial stability
- Expand access to education, employment, and job training
- Ensure community members have access to support services and resources to help navigate challenging times of crisis.
- Support adult education, job training, and career pathways
- Provide financial education and coaching
- Preventing homelessness

## Community Resiliency

- Increase suicide prevention, support, outreach, and awareness
- Enhance access to services that provide a safe environment free from sexual assault, domestic violence, abuse, bullying, and crime
- Offer engagement opportunities for community involvement, service, mentoring, and youth development
- Strengthening efforts to create equitable opportunities and increase awareness and engagement in outreach services and programs
- Support crisis hotline and support service programs

### **Funding will generally not be awarded for:**

- Marketing efforts
- Event or fundraising promotions
- Capital campaigns or expenditures (i.e. land, building, real estate, vehicles, equipment, building upkeep or repair)
- Funding for organizations that intend to distribute funds at their own discretion
- Debt reduction or program shortfall from earlier years
- Endowment funding
- Political campaigns or lobbying efforts
- Activities that support a specific religious purpose
- Professional development or training
- Programs that operate in a discriminatory manner
- Program work outside the UWSWMN service area
- Programs not demonstrating a strong local need
- Direct individual support
- Volunteer recruitment and recognition
- Staff positions.

**Additionally, UWSWMN funding will typically not be awarded if UWSWMN is the sole funding source for a program.**