

# United Way of Southwest Minnesota Community Impact Priorities

**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.**

## **HEALTH: Increase healthy behaviors and wellness.**

- \* Achieve a healthier start to life.
- \* Increase community conditions that support healthy behaviors.
- \* Promote healthy eating and physical activity.
- \* Provide and increase access to programs that improve physical, emotional and mental fitness.

## **EDUCATION: Improve life-long learning and development.**

- \* Assure children enter kindergarten developmentally on track in literacy skills, as well as in social, emotional and cognitive skills.
- \* Prepare elementary-age students to succeed in later grades and to graduate from high school.
- \* Assist learners in exploring areas of interest and preparing for post-secondary education and/or career.

## **FINANCIAL STABILITY: Improve financial stability and independence.**

- \* Increase financial literacy skills for youth and adults.
- \* Help individuals and families move toward financial stability.
- \* Increase access to education, employment and/or job training.
- \* Assure community members have resources to overcome disasters and emotional or financial crises.

## **HUNGER: Increase food access, nutritional awareness and outreach.**

- \* Connect people to food support efforts/programs/opportunities.
- \* Increase access to food and/or nutritious meals for people in need.
- \* Increase nutritional awareness, food budgeting/stretching and/or basic cooking skills.

## **SAFETY & WELL-BEING: Increase access to services focused on safety and well-being.**

- \* Increase suicide prevention, support, outreach and/or awareness.
- \* Increase access to services that provide a safe environment free from sexual assault, domestic violence, abuse, bullying and/or crime.
- \* Provide engagement opportunities for community involvement, service, mentoring and/or youth development.
- \* Strengthen efforts to create equitable opportunities; increase awareness and engagement in outreach services/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 at schools

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