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**NEWS RELEASE
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United Way of Northwest Arkansas Announces 2009/10 Program Funding

Lowell, ARK. – United Way of Northwest Arkansas (UWNWA) notified more than 80 non-profit organizations of their 2009/2010 expected allocation which they will begin receiving in July of this year.

United Way is making an investment of more than \$3.1 million to organizations that are working to advance the good of all in Northwest Arkansas. This investment is a result of hundreds of volunteer and staff hours working to engage people in the LIVE UNITED movement through giving.

This allocation represents a fifteen percent decrease in investments across all agencies, which was necessary due to an economy that made raising funds for these investments challenging.

Our intent is to maintain this level of funding throughout the year. However, the allocation will be reviewed quarterly and could be revised depending on our ability to collect pledges throughout the year.

The investment decision this year was based on the recommendations determined by the more than 70 volunteers that served on the 2008/09 Community Investment Committee.

We are utilizing the remainder of this year to inform and train our partners in the new system of funding evaluation. Starting in April, our current partners will attend training sessions about ways to measure results to illustrate the lives they are changing in the community in relationship to issues affecting education, income and health.

We want to give our agencies as much time, and as many tools, as possible to manage this impact. We know it makes an already challenging environment even tougher. At the same time, it lifts up the importance of those who are continuing their work of advancing the good of all in our community.

About United Way of Northwest Arkansas

United Way is dedicated to helping advance the good of all in our community through focusing on key issue areas such as education, income and health to create lasting changes in our community. By engaging individuals and companies around giving, advocating and volunteering for these types of issues we can all work to Live United in Northwest Arkansas. For more information about how to Live United, please visit our website at www.unitedwaynwa.org.

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