

## **NEWS RELEASE**

*To: Media*

*From: United Way of Northwest Arkansas  
Northwest Arkansas Community Foundation  
Jones Center for Families  
University of Arkansas Community & Family Institute*

***Embargoed until 10:00 a.m.***

### **Community Partners Release Quality-of-Life Indicators Report to Community**

SPRINGDALE, Ark. (October 29, 2008) – United Way of Northwest Arkansas, Northwest Arkansas Community Foundation, the Jones Center for Families, and the University of Arkansas Community and Family Institute released findings today from the 2008 Community Indicators Report.

Dr. Kevin Fitzpatrick, Director of the University of Arkansas Community and Family Institute, prepared the report and shared his findings with more than 300 key community stakeholders at the Jones Chapel in Springdale on Wednesday.

The findings focused on ten key areas that give an indication to the “quality-of-life” in Northwest Arkansas. In this report, the Northwest Arkansas area is defined as Benton, Carroll, Madison and Washington Counties.

These indicators will be utilized to help the various collaborators on this project to determine key areas of focus for the organizations individually, and as a collaborative. Those focus areas will be shared appropriately at a later date.

“As the United Way continues to focus on finding the solutions to the most important issues, this report is going to serve as a vital piece in that process,” said Jill Darling, President/CPO for United Way of Northwest Arkansas. “Understanding our community is the first step to focusing on the issues that matter to the people of Northwest Arkansas.”

“The Community Indicators Report will be the foundation for the ongoing assessment of community needs and assets. It can also serve as a guide for community stakeholders in setting priorities, mobilizing resources, and implementing action plans for solving community problems,” stated Jack Butt, Northwest Arkansas Community Foundation Board President.

“The Community Indicators report will have a significant impact on the Northwest Arkansas region. It will help community organizations identify outcome measures that can be tracked over time,” noted Ed Clifford, CEO of the Bentonville/Bella Vista Chamber of Commerce and Northwest Arkansas Community Foundation Vice-Chair.

Over the summer, groups of individuals from across the community were invited to share their ideas and give their input. The input from multiple meetings held across the four county areas are reflected in the finished report, and many of those same individuals were present to hear the reports findings.

“This was a collaborative project between the community foundation and United Way and many other groups”, stated Clifford, “that is why it has been so successful, and collaboration will be key as we move forward to continue to improve Northwest Arkansas.”

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This project would not have been possible without the support of various organizations throughout the region. Special thanks go out to the following organizations:

- Walton Family Foundation
- Tyson Corporate Giving
- JB Hunt
- The Northwest Arkansas Council
- Regional Chamber Alliance
- Carroll County Community Foundation
- Harvey and Bernice Jones Charitable Trust

The report will be available online at each of the collaborators websites by chapters and each will have a limited number of print copies for distribution. If you are interested in obtaining a copy of the report the collaborators strongly urge that the report be downloaded from the web.

If there are questions regarding the methodology of the report, please contact Dr. Kevin Fitzpatrick of the Community and Family Institute at 479.575.3777 or at [kfitzpa@uark.edu](mailto:kfitzpa@uark.edu).

If there are questions regarding the next steps for the collaborators please contact each directly. For the United Way of Northwest Arkansas please contact Holly Sparks Hill at 479.750.1221 or at [hsparks@unitedwaynwa.org](mailto:hsparks@unitedwaynwa.org). For the Northwest Arkansas Community Foundation please contact Pearl McElfish at 479.361.4624 or at [pearl@nwacf.org](mailto:pearl@nwacf.org).

#### **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](http://www.unitedwaynwa.org).

#### **About Northwest Arkansas Community Foundation**

Northwest Arkansas Community Foundation (NWACF) was founded in 1999 provides flexible, cost-effective, and tax-efficient ways for donors to invest in philanthropic activity strategically. NWACF helps donors fulfill their charitable goals by providing information on important local charitable issues and by matching these donors with the nonprofit organizations that best address their interests. In addition, NWACF provides community leadership to help support the social sector and provides training to allow nonprofits to thrive and build their endowments. For more information about strategic philanthropy visit [nwacf.org](http://nwacf.org) or call 479-361-4624

#### **About the Jones Center for Families**

The Jones Center for Families was born of the vision of Bernice Jones, who wanted to create a special place where all could learn, play and belong. More than just the bricks and steel that enclose its 220,000 square feet of space, the Jones Center is a destination for life enrichment, and a place where Bernice Jones proclaimed "all are welcome." Please visit our website at [www.jonesnet.org](http://www.jonesnet.org)