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**NEWS RELEASE**  
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**\$3 Million Investment Focuses on the Building Blocks for a Good Life – Education, Income, and Health**

**Lowell, ARK** – In an effort to provide the community with real and measurable improvement to emerging needs, the United Way of Northwest Arkansas (UWNWA) has shifted to a new investment model that focuses on three areas of need – Education, Income and Health.

This new model focuses on results, defined by nonprofit partners, which they must achieve through the improvement in at least one of those three focus areas, to be eligible for funding. In order for nonprofits to continue receiving funds in subsequent years, these nonprofit partners will have to show measurable results for the services they provide in the community based on their anticipated outcomes.

This approach marks a significant change in the organization's investment model for helping nonprofits throughout Northwest Arkansas.

"Much of what we are doing is about prioritization, aligning our resources so that we can have a measurable impact," said Jill Darling, United Way of Northwest Arkansas President and CEO.

As part of this shift in focus, more than 50 volunteers worked over the last two months to review proposals from area nonprofits. With the conclusion of that process, United Way and its volunteers announced today more than \$3 million in grants to programs that were able to illustrate outcomes in one of the three focus areas of Education, Income and Health.

The investment breakdown was as divided as follows -

- 30.5 percent was invested in Education through programs focused on childcare and learning, and development of youth.
- 26 percent was invested in Income through programs that helped meet basic needs, create access to affordable housing, and help families find financial stability.
- 33.2 percent was invested in Health through programs that keep people free from abuse, create access to affordable health care, and ensure seniors and those with disabilities can remain independent.
- An additional 7 percent of restricted dollars was distributed to nonprofit organizations through donor directed donations.
- An additional investment of 3.3 percent is made annually into internal United Way programs to support the operation of 2-1-1, the Gifts in Kind Warehouse, and the volunteer center, which is available online at [www.unitedwaynwa.org/volunteer](http://www.unitedwaynwa.org/volunteer).

These investments were made to 75 programs throughout Northwest Arkansas encompassing more than 60 nonprofit partners. Yet the nonprofits that may have been on the list in the past, and even some of those that are on the list currently, may not be a part of that list in the future.



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"While there are several things that are important to Northwest Arkansas, as we further our focus on community based outcomes that work to strengthen our community, there might be things that won't justify a United Way investment in the future," said Mrs. Darling.

This is just the first step to creating a stronger community. In the future United Way, with the help of the community and our partners, will set bold goals to further ensure that lives in the region are made better through the investments entrusted to United Way by thousands of donors in the area.

As United Way is working to collaborate on projects and programs that help to strengthen our community, the same is being asked of our partners. In the end, this new model of community partnership will help us ensure that donor investments are achieving measurable results around the building blocks for a good life – Education, Income and Health.

**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 the LIVE UNITED movement, please visit our website at [www.unitedwaynwa.org](http://www.unitedwaynwa.org).

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