

2025 United Way of the Northern Shenandoah Valley's Impact Grant Letter of Intent (LOI)

Directions for Completing the Impact Grant Letter of Intent (LOI) Form

The **Impact Grant Letter of Intent (LOI) Form** is the first step in applying for funding through United Way's Impact Grant program. This form is designed to gather key information about your organization, the proposed project or program, and its alignment with United Way's mission and funding priorities.

United Way's funding priorities are rooted in three primary pillars:

- **Health:** Helping individuals live quality lives through access to care, trauma-informed systems, and behavioral health support.
- **Education:** Helping children and youth achieve their potential through access to basic needs, early learning opportunities, and youth support programs.
- **Income/Financial Stability:** Supporting families in achieving self-sufficiency through access to basic needs, housing solutions, employment opportunities, and financial stability resources.

To ensure equitable access and ease of use, we are continually refining this process to make it more inclusive and accessible for organizations of all sizes and capacities. By submitting a detailed LOI, your organization demonstrates its readiness to collaborate on impactful solutions to community challenges while contributing to a fair and transparent funding process.

This year, the LOI format has been revised to improve the evaluation and selection process conducted by the **Impact Grant Committee**, which is established by the Fund Distribution team of the UWNSV's Board of Directors and staff. These updates are designed to provide greater clarity, focus, and alignment with funding priorities. All submitted LOIs will be carefully reviewed by the committee, and only organizations selected through this process will be invited to apply for the annual Impact Grant.

Not all LOIs will be chosen to proceed to the next step.

The **Impact Grant Letter of Intent (LOI) Form** is divided into three key sections to streamline the application process.

- The first section, **Organization Information**, collects essential details about your organization, such as its name, address, tax ID/EIN number, and confirmation of 501(c)(3) nonprofit status, along with contact information for the primary individual managing the submission.
- The second section, **Letter of Intent Submission** should outline your organization's mission alignment with United Way's priorities, the purpose of your project, collaboration strategies with partners, how funding will be utilized, the requested funding amount, the target population and geographic area served, and the methods for demonstrating program impact.

- Lastly, the **Reflection on Organizational Practices** section invites thoughtful responses to questions about your organization's Form 990 (annual audit, financial review, financial compilation, or end of year balance sheet depending on the size of your organization), transparency and accountability practices, methods for evaluating outcomes, and the nature of partnerships involved in your project. These sections collectively provide a comprehensive view of your organization's capacity to deliver impactful solutions to community challenges.

* Required

Organizational Information

1. Name of Organization *

2. Primary Contact Person *

Enter your answer

3. Title/Role of Contact Person *

Enter your answer

4. Email Address *

Please enter an email

5. Phone Number *

Enter your answer

6. Organization Address *

Enter your answer

7. Tax ID/EIN Number *

Enter your answer

8. Is your organization a 501(c)(3) nonprofit? *

Yes

No

Letter of Intent Submission

9. This section requires your **formal Letter of Intent (LOI)**. Your LOI should include the following elements and answered in **less than 5,000 characters** or roughly **1000 words**:

1.Mission Alignment: Explain your organization’s mission and how it aligns with United Way’s priorities of improving health, education, and financial stability.

- **Health:** Helping individuals live quality lives through access to care, trauma-informed systems, and behavioral health support.
- **Education:** Helping children and youth achieve their potential through access to basic needs, early learning opportunities, and youth support programs.
- **Income/Financial Stability:** Supporting families in achieving self-sufficiency through access to basic needs, housing solutions, employment opportunities, and financial stability resources.

2. Project Purpose: Outline the purpose of your proposed project or program and the specific outcomes you aim to achieve.

3. Collaboration: Describe how you will collaborate with **partners*** to achieve these outcomes. Describe the nature of your partnerships for this project.

- Include whether the partnerships are **potential or established**.
- Provide the duration of these partnerships.
- Explain the processes or strategies employed to develop and sustain them.

4. Funding Use: Detail how the funding will be used to address the identified community issue.

5. Funding Request Amount: State the amount of funding requested for the project or program.

6. Target Population and Geographic Area: Define the populations and geographic areas your project will serve.

7. Demonstrating Impact: Specify the methods your organization will use to track outcomes, report results, and share insights with the community and stakeholders.

*A **nonprofit partnership**, as defined by United Way, refers to a collaborative relationship between two or more organizations that align their resources, expertise, and efforts to address community challenges and achieve shared goals. These partnerships are typically built on mutual trust, shared values, and a commitment to creating measurable and sustainable impact within the community. *

Reflection on Organizational Practices

10. Based on your financial documents, how do you ensure that resources are allocated effectively to maximize community impact?

Describe how your finances reflect your organization's priorities and strategic goals?

*

Please enter at most 1000 characters

11. How does your organization demonstrate transparency and accountability to the community?

Describe how your organization demonstrates transparency and accountability to the community. Include examples of how you engage with the community, track project success, and report outcomes. *

Please enter at most 1000 characters

12. What methods will your organization use to evaluate and communicate the outcomes of this project?

Outline the methods your organization will use to evaluate and communicate the outcomes of the project. Examples include data collection, surveys, and reporting impact metrics to stakeholders. *

Please enter at most 1000 characters

13.

- **Authorized Representative Signature**
- By signing below, I affirm that I am an authorized representative of the applicant organization and that the following eligibility requirements have been reviewed and met:
- **Nonprofit Status:** The organization is a registered 501(c)(3) nonprofit with a valid Tax ID/EIN number.
- **Alignment with United Way's Mission:** The proposed project or program aligns with United Way's priorities of improving health, education, and financial stability.
- **Geographic Location:** The organization serves communities within the Northern Shenandoah Valley region or the designated grant area.
- **Focus on Community Impact:** The project or program addresses a specific community need, demonstrates measurable outcomes, and provides sustainable solutions.
- **Collaborative Approach:** The organization collaborates with other nonprofits, community groups, or stakeholders to maximize impact.
- **Capacity to Track and Report Outcomes:** The organization has the ability to collect data, measure outcomes, and report results effectively.
- **Transparency and Accountability:** The organization demonstrates financial health and operational transparency, as evidenced by its most financial due diligence and organizational practices.
- **Program Specificity:** Funding requests are for a specific program or project, not for general operating expenses.
- **Timely Submission:** All application materials, including the LOI, will be submitted by the designated deadline.
- **Non-Discrimination Policy:** The organization adheres to non-discrimination policies and demonstrates inclusivity in its services and programs. They account for funds in accordance with generally accepted accounting principles (GAAP).chart below).
- **Anti-terrorism Financing and Asset Control:** That United Way funds and donations will be used in compliance with all applicable anti-terrorism financing and asset control laws, statutes and executive orders.

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