

WELCOME



UWOR IMPACT FUND WORKSHOP

NOVEMBER 20, 2025



OUR BOLD GOALS

United Way is committed to strategically improving lives by:

Breaking the cycle of poverty
Giving kids an equal chance

Meeting immediate basic needs
Building pathways to a healthy community

OUR HOW

We do this by moving the needle on issues related to our community's most pressing needs, including **Stable Housing, Mental Health & Substance Misuse Support, Access to Quality Childcare,** and **Access to Affordable Healthcare.**

OUR IMPACT

2025/2026 Totals

\$2,424,551 Invested

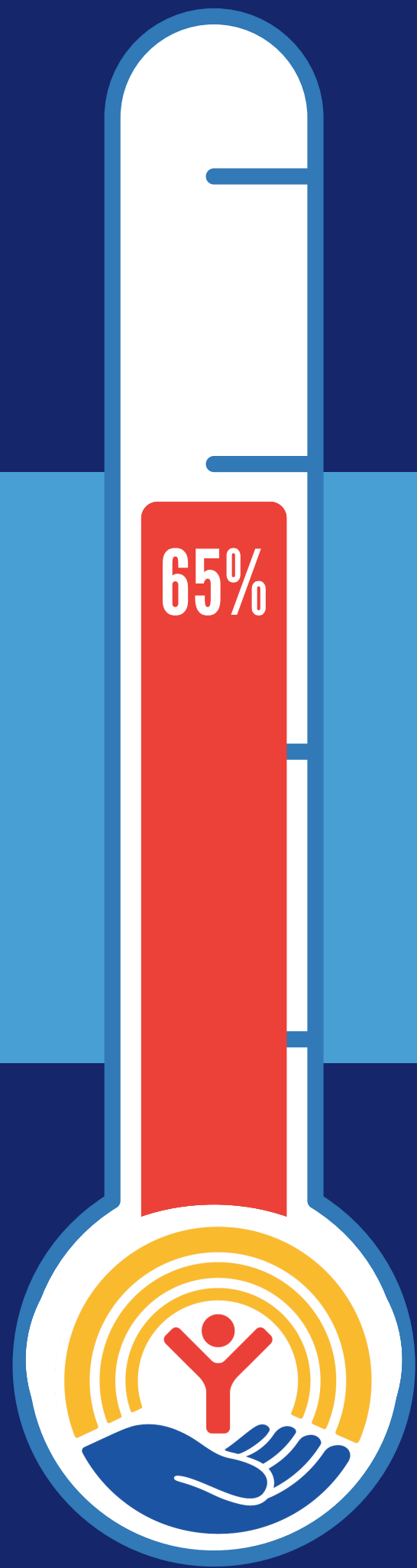
43 Programs

37 Agencies

34,125

Projected Individuals Served





2025-26 COMMUNITY CAMPAIGN GOAL

\$1,600,000

HELP US REACH OUR GOAL!

"This is what happens when agencies are **united** in their care for our community and work together so that everyone can thrive!"

-Community Partner





2025-2026

RFP PROCESS

Community Needs Identification Committee (CNIC)

ALICE Report (Asset Limited, Income Constrained, Employed)

CNIC Summary Report Fall 2024

Other data points including:

- Census data
- UW partner reports
- Local agency and case manager input
- Local coalition data

United Way leadership (Board, donors, volunteers)



CNIC

Community Need Identification Committee



2025 Community Needs Identified

1. Stable Housing
2. Access to Quality Childcare
3. Access to Healthcare
4. Mental Health & Substance Misuse Support

Additional Community Needs

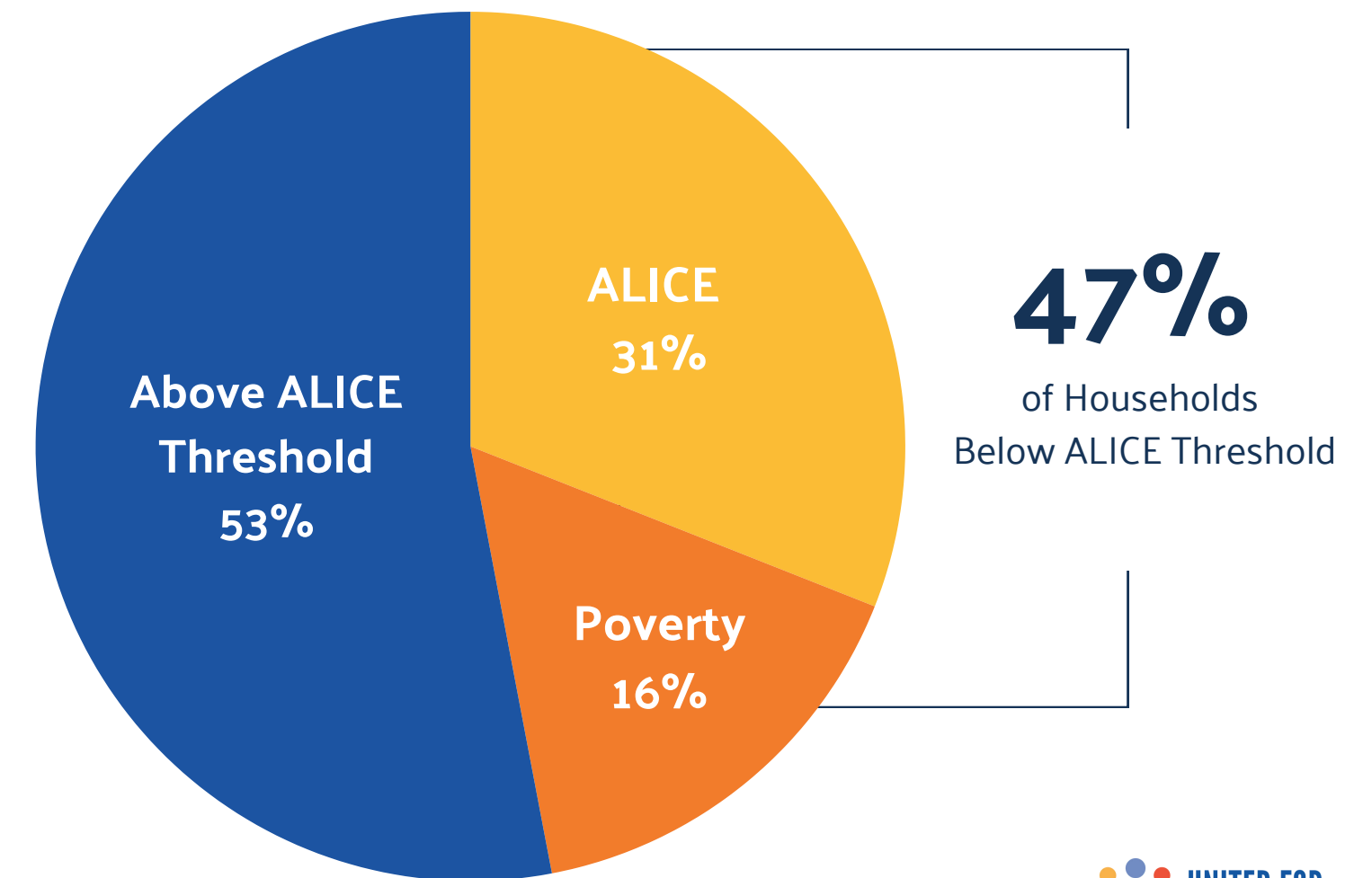
- Domestic Violence
- Transportation
- Aging Population Needs
- ESL Population Needs

Moving families
toward holistic
stability.

ALICE

Asset Limited, Income
Constrained, and Employed

OCOE REGION AT-A-GLANCE



The State of ALICE in Tennessee,
2025 Report

2025 CNIC REPORT

Available on our Website

[Unitedwayocoe.org/community-needs-assessments](https://unitedwayocoe.org/community-needs-assessments)



STABLE HOUSING INDICATORS

Focus Area 1 - STABLE HOUSING

Community Goal - Stable housing support and opportunities for low income to ALICE households

PROGRAMMING NEEDS	INDICATORS OF SUCCESS
• Offer eviction prevention programs/case management: financial counseling, budget planning, coordination with agencies that might provide other support in emergency situations • Provide rapid rehousing – short-term rental assistance to prevent eviction or to help clients exit homelessness rapidly • Provide coordinated emergency housing – collaboration among agencies to find suitable temporary housing • Increase availability of new housing for low income to ALICE (Asset Limited, Income Constrained, Employed) families and first-time homebuyers • Increased availability of new and existing housing that meets habitability standards around health, safety, accessibility, and basic housing needs. • Remove barriers to stable housing (financial readiness, credit counseling, legal assistance, ESL/aging/disabled population support, etc.)	1. # of clients who obtained case management so they could remain in their current housing, avoid eviction, or avoid foreclosure 2. # of clients who maintained current housing due to rental and mortgage assistance and/or utilities assistance 3. # of clients who received temporary emergency housing 4. # of clients who obtained affordable permanent housing 5. # of clients who exercised their housing rights to avoid eviction 6. # of clients who became first-time homeowners 7. # of additional affordable housing units made available for low-income clients 8. # of additional affordable housing units made available for ALICE clients 9. # of rentals made habitable for low-income or ALICE households 10. # of clients receiving support to remove barriers to stable housing (financial readiness, legal assistance, special population support, etc).

CHILDCARE ACCESS INDICATORS

Focus Area 2 – CHILDCARE ACCESS

Community Goal - Childcare for ALICE families during working hours or out of school hours

INDICATORS OF SUCCESS

• Increase capacity for affordable and accessible licensed childcare during working hours • Offer affordable childcare after-school and during school breaks • Implement workplace childcare programs and trainings for individuals interested in starting in-home programs. • Provide financial assistance for childcare for low-income and ALICE families • Develop a childcare advocacy or childcare navigation program to connect families in need childcare assistance • Remove barriers to accessible childcare	1. # of childcare aged children placed in childcare programs during work hours 2. # of clients placed in after school and school break childcare programs 3. # of new or additional childcare programs (in-home or workplace) 4. # of families receiving financial assistance for childcare 5. # of clients who found childcare through participation with childcare navigation or advocacy program 6. # of childcare certificates made available for low income and ALICE families 7. # of new childcare centers accepting childcare certificates 8. # of clients receiving support to remove barriers to accessible childcare
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HEALTHCARE ACCESS INDICATORS

Focus Area 3 – HEALTHCARE ACCESS

Community Goal - Healthcare options for individuals and families with little or no insurance

PROGRAMMING NEEDS	INDICATORS OF SUCCESS
• Increase access and affordability to primary healthcare services for uninsured or underinsured • Assist individuals in obtaining public or private health insurance • Improve care coordination/navigation within or across the health care delivery systems • Work with healthcare and mental health providers to set negotiated rates for uninsured and underinsured clients • Access to healthy food for vulnerable populations • Increase access and affordability to healthcare services for uninsured/underinsured Polk County residents, including dental services.	1. # of clients obtaining healthcare services including dental services 2. # of clients that were provided emergency assistance for payment of healthcare bills 3. # of clients obtaining health care insurance 4. # of clients finding specialized healthcare providers 5. # of healthcare providers with negotiated lower rates for uninsured or underinsured clients 6. # of clients (within a vulnerable population) receiving healthy food/nutrition services

MENTAL HEALTHCARE & SUBSTANCE MISUSE SUPPORT INDICATORS

Focus Area 4 – Mental Healthcare & Substance Misuse Support

Community Goal - Mental healthcare options and substance abuse support for low-income and ALICE households.

PROGRAMMING NEEDS	INDICATORS OF SUCCESS
• Work with mental health providers to set negotiated rates for uninsured and underinsured clients • Increase access and affordability of mental health care services • Increase capacity for psychoeducational opportunities (intentional education about mental health, coping, disorders, trauma informed practices, etc. Examples include anger management classes, depression/anxiety screenings, suicide prevention, domestic violence prevention, etc.) • Increase access and affordability of substance abuse services	1. # of mental health providers with negotiated lower rates for uninsured or underinsured clients 2. # of clients receiving mental health care or counseling 3. # of clients receiving psychoeducational opportunities through programs such as anger management classes, depression/anxiety screenings, suicide prevention, domestic violence prevention, trauma informed trainings, etc. 4. # of clients receiving substance misuse treatment services

KEY UPDATES: 2026/2027 INDICATOR CHANGES/ADDITIONS

Stable Housing

of clients receiving support to remove barriers to stable housing (financial readiness, legal assistance, special population support, etc.)

Access to Quality Childcare

of clients receiving support to remove barriers to accessible childcare

AGENCY CRITERIA

1. **IRS 501(c)(3) Determination Letter**
2. **Applying program must address needs in one of the Four Focus Areas**
3. **Recent Independent Audit Report (or approved financials)**
4. **List of current Board Members**
5. **Ability to track Program Outcome Indicators (overall performance) and report to UWOR as requested**
6. **Be willing to participate in UW Partner Roundtable discussions within the funding cycle**
7. **Promote UW partnership in marketing efforts & special events if program is funded.**



DATES TO REMEMBER

Friday, December 19th, 2025

Letter of Intent Due | 5pm
(Found in e-CImpact)

Early January 2026

Notice of Full Application Status

Friday, February 20th, 2026

Full Application Due | 5pm
(Found in e-CImpact)

March - April 2026

Agency Panel Meetings

June 1, 2026

Notice of Funding Awards

July 1, 2026 - June 30, 2027

Funding Available
(June 10, 2026 last day to request)

HOW TO APPLY

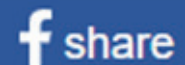
Access the eImpact link here or on our website:
unitedwayocoe.org/e-cimpact

Welcome to United Way of the Ocoee Region's Community Impact Reporting Management System, **e-CImpact!**

Volunteer Portal 

Agency Portal 

For more information on submitting a grant proposal, becoming a panel member, or technical support, contact Shawna Staup - shawnastaup@unitedwayocoe.org or 423-479-2020.



E-CIMPACT

GRANT MANAGEMENT SYSTEM

Returning Applicants:

New Applicants:

 **United Way of the Ocoee Region**

[Home](#)
[Agency Profile](#)
[Contacts](#)
[Program Profiles](#)
[Email History](#)
[Reimbursement](#)
[Letters & Agreements](#)

 **Funding Opportunities**

[Request Grant Application](#)



Community Impact Management

AGENCY SITE



UNITED WAY OF THE OCOEE REGION

Sign-In

Please sign in to your account.

Sign in to our Secure Server

[Forgot your password?](#)



New to e-CImpact?

Create an e-CImpact account

To create a new account select the link below:

Click here to create a new e-CImpact account

LETTER OF INTENT

Each section listed below must be completed. To access a section, simply **click on the section name**. You may save your work at any time by clicking on the link at the bottom of the section page, [Save My Work](#).

When you are satisfied with your responses on the section, mark it completed by clicking on the [Save My Work and Mark Completed](#) at the bottom of each section page.

When all sections of the Letter of Intent (LOI) have been marked completed, it may be submitted. LOIs must be submitted no later than **Friday, December 19th by 5:00 pm**.

Late applications will not be accepted.

Submission Deadline: Friday, December 19th, 2025 at 5:00 pm EST

Assign Programs to this Letter of Intent

At least one program is required for this brief proposal for funding.

To add a program to this application, select a program from the drop down (if available), or if there is no drop-down displayed, select 'Create a new Program.'

Click the link to 'Create a New Program and Assign it to this Application' to proceed to the Add new program profile page. Do not create duplicate programs.

Please ensure to click '**Complete Registration**' on the Review page to successfully add your program to this brief proposal. When the Program Profile registration is complete, all of the forms for that program will display in your list of forms below.

Program:

Assign Selected Program to the Form Packet

Create a New Program and Assign it to this Form Packet

(Returning)

(New)

Remember:
Add the program(s) you are applying for by selecting or adding through the drop-down options above.
This will add the Letter of Intent and Program Goal sections to be filled out for each program.

Letter of Intent Status

[View Printable Version of this Entire Letter of Intent](#)

1	2	3	4
Not Started	In Progress	Ready To Submit	Submitted
Item (* indicates Required Item)	Last Updated	Status	Options
★ **TEST AGENCY**		Not Started	Print
Organization Update*		Not Started	
★ Test Program 2		Not Started	☒ Include? Print
Letter of Intent*		Not Started	
Program Goal*		Not Started	

ORGANIZATION UPDATE

Agency Name **TEST AGENCY**

Executive Director

Primary Address 85 Ocoee St SE, Cleveland, TN, 37311, US

Agency Website URL test.uwor.com

Fiscal Year January to December

Agency EIN 34-5673558

Qualification Questions

**Will funds be used in
Bradley County and/or
Polk County?**

**Is your organization a
501(C) 3 designated non-
profit?**

Do you agree to provide a current IRS 990/990EZ/e-postcard and financial audit (or Statement of financial position and balance sheet if audit is not required for your organization size)?

LETTER OF INTENT INFO

Program Name Test Program 2

Program Contact Name & Title & Email Joe S Smith, phone: (423) 457-0863, email: joe@nomail.com

Program Fiscal Year July to June

Amount Requesting 3,000.00

Program Details

What UWOR Impact Fund focus area does the program align with? Stable Housing

Please describe the program or service that you will be using the UWOR Impact Fund to implement. Please include how this program specifically meets the focus area above.

Test

Have you received United Way Impact Funding in the past? Yes

PROGRAM GOAL

Impact Area: Stable Housing

Community Goal: Stable housing support and opportunities for low-income and ALICE households

Indicators of Success

of clients receiving support to remove barriers to stable housing (financial readiness, legal assistance, special population support, etc).

Measurement

	Previous Service Year Results (25/26 Projected)	Cycle Year Anticipated (26/27 Anticipated)	Mid-Year Results	Year-End Results	Year Total Result
? # Needing Services in Bradley and/or Polk Co*	200	200			
? # Seeking Services at This Agency*	50	55			
? # Achieving*	48	52			
? % Achieving	96	94.55			

Select a New Indicator of Success

Previous Service Year Results (25/26 Projected)

Previous funding year or the year we are currently in. Projected Results.

Cycle Year Anticipated (26/27 Anticipated)

The funding year you are applying for - anticipated numbers served.

Save My Work and Mark as Completed

Save My Work

Save My Work and Close This Window

LETTER OF INTENT

! Nice work, your Letter of Intent is now Ready to Submit! Would you like to [Submit This Letter of Intent Now?](#)

By clicking **SUBMIT**, you attest that you are authorized to submit this brief proposal on behalf of your organization and the information contained in this brief proposal is true and accurate to the best of your knowledge.

Letter of Intent Submission Details

Approved at the Board of Directors meeting on*:

Executive Director*:

Board President*:

Board Treasurer*:

Send Submission Confirmation Email To*:

joe@nomail.com

Submit This Letter of Intent Now!

Letter of Intent Status

View Printable Version of this Entire Letter of Intent

Not Started

In Progress

Ready To Submit

Submitted

Item (* indicates Required Item)	Last Updated	Status	Options
★ **TEST AGENCY** Organization Update*	Shawna Staup 10/30/2024 11:07 AM (CST)	Completed / Ready to Submit	
★ Test Program 2 Letter of Intent*	Shawna Staup 10/30/2024 11:08 AM (CST)	Completed / Ready to Submit	☒ Include?
Program Goal*	Shawna Staup 10/30/2024 11:07 AM (CST)	Completed / Ready to Submit	

Once you “Save My Work and Mark as Complete” for every section, the status of every section will say “Completed/Ready to Submit” and a red button will appear that says “Submit This Letter of Intent Now!”

Once you fill out the submission details and hit the button, everything will change to “submitted” and you are good to go!

Letter of Intent Status

View Printable Version of this Entire Letter of Intent

Not Started

In Progress

Ready To Submit

Submitted

Item (* indicates Required Item)	Last Updated	Status	Options
★ **TEST AGENCY** Organization Update*	Shawna Staup 10/30/2024 11:33 AM (CST)	Submitted	
★ Test Program 2 Letter of Intent*	Shawna Staup 10/30/2024 11:33 AM (CST)	Submitted	☒ Include?
Program Goal*	Shawna Staup 10/30/2024 11:19 AM (CST)	Submitted	

LETTER OF INTENT

Key questions to consider on if your agency is a fit:

- Does the program align with one of the focus areas and indicators in the 2026/2027 RFP document?
- Does the impact of this program produce lasting change?
- Does the program fill a gap not met by other programs in the community?
- Is the nonprofit in a stable enough place for receiving funding and tracking outcomes?
- If funded, is the agency willing to enter United Way partnership and include the United Way in marketing efforts & special events?

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(June 10, 2026 last day to request)

Questions?

PLEASE REACH OUT!

SHAWNASTAUP@UNITEDWAYOCOEE.ORG

OR SCHEDULE A MEETING BELOW:





UNITED WAY

Ocoee Region

UNITED IS THE WAY

Thank you!