



2025 UNITED WAY IMPACT 100 FAQ'S

United Way of Greater Kansas City is seeking proposals from area nonprofit organizations that are part the community's health and human service ecosystem for inclusion in the 2025 United Way Impact 100, a network of high-impact health and human service providers supported by United Way of Greater Kansas City.

UNITED WAY OF GREATER KANSAS CITY APPROACH TO GRANTMAKING

United Way utilizes principles of trust-based philanthropy in its grantmaking, including 1) unrestricted funding in recognition that organizational leaders understand how to best utilize resources to achieve their mission, 2) low barriers to application, minimal financial reporting and minimal post-grant reporting, and 3) a broad-based focus that supports many types of programs and organizations within United Way's health and human service mission. At the same time, donors have come to count on the United Way for a high standard of accountability and a track record of investing in the most effective and impactful organizations. In selecting grantees, United Way leaders rely as much as possible on preexisting documents so the time and effort applicants must invest in United Way's application process is kept to a minimum.

IMPACT 100 FUNDING OPPORTUNITY

Organizations selected for the Impact 100 receive a one-year, unrestricted grant in support of the organization's mission. In addition, grantee organizations become part of United Way's network, gaining exposure to United Way's community of donors and corporate partners. In weighing whether to apply for this opportunity, organizations should consider their alignment with areas of investment across the three pillars of Health, Education and Financial Stability, as described in United Way's [Community Needs Index](#) as well as selection criteria and related goals established by United Way to ensure the greatest impact across the region, described later in this document.



UNITED WAY IMPACT 100 INVESTMENT AREAS

United Way of Greater Kansas City invests in a wide range of health and human services that together comprise our community's social service safety net. This includes a range of service delivery modalities including direct services, systems-level interventions and policy advocacy. We also make investments in the continuum of services from crisis response, intervention, prevention and developmental approaches.

However, United Way does not fund everything in the nonprofit ecosystem. As a prospective applicant, you are encouraged to review United Way's Community Needs Index for insights into how the work of your organization aligns with United Way's health and human service focus, and to review the list below of types of organizations that fall outside of United Way's health and human service focus.

UNITED WAY AREAS OF COMMUNITY INVESTMENT AND PROGRAM DEMOGRAPHIC REPORTING

United Way awards a single, unrestricted grant to organizations that are selected for the Impact 100. To ensure that United Way leaders understand and communicate effectively about the impact of that investment, United Way also collects a limited amount of programmatic data from applicant organizations. Specifically, you are asked to complete a program demographic form for your organization's top three programs (or 1 or 2, if you have fewer than three) and provide participant demographic data for each. In this form, you are asked to provide a brief description of the program and select up to two program categories with which the program aligns. The categories appear in a drop-down menu in the program demographic form.

- Access to Healthcare and Supportive Services
- Aging and Senior Support Services
- Behavioral Health and Substance Abuse Intervention & Treatment
- Child Welfare
- Community and Family Violence Prevention and Intervention



- Early Childhood Education and Development
- Financial Stability and Employment
- Food and Nutrition Security
- Housing Security
- Services for Individuals with Disabilities
- Supports for People with Involvement in the Justice System
- Youth Development, K-12 Academic Supports and Postsecondary Pathways

TYPES OF ORGANIZATIONS NOT FUNDED BY UNITED WAY

United Way does not provide grants to the following types of organizations, which are outside the core health and human service focus. This list is provided to clarify the health and human service focus of United Way's grantmaking.

- Animal welfare organizations
- Environmental organizations that do not have a human service, socioeconomic or racial equity focus
- Museums, arts and cultural organizations
- Entrepreneurship or small business, without a primary focus on low/moderate-income or disenfranchised populations
- Medical research organizations that do not provide direct healthcare services
- Journalism, news reporting and media organizations
- Organizations whose primary focus is grantmaking or scholarships
- Schools—both K-12 district, charter, and private schools, as well as colleges and universities
- Religious organizations, except those offering health and human service programming that do not include religious content, limit services to those of a certain faith, or require participation in religious or spiritual activities



IMPACT 100 SELECTION CRITERIA

INDIVIDUAL ORGANIZATIONAL CRITERIA

United Way will assess individual applicant organizations based on the following selection criteria. Organizations selected for inclusion in the United Way Impact 100 will have:

- **A track record of effective service to the community** within the health and human service system in the six-county metro area (Cass, Clay, Jackson and Platte Counties in Missouri; Johnson and Wyandotte County in Kansas).
- **A mission aligned with United Way's established pillars of investment in the community** –Health, Education and Financial Stability. (Organizations should demonstrate alignment with one or more focus areas under Health, Education and Financial Stability.)
- **A demonstrated understanding of the community needs** and underlying conditions that the organization's programming is intended to address, as well as the unique factors affecting the specific target population served by the organization.
- **Program design that effectively supports participant outcomes**, including service delivery strategies rooted in evidence-based or promising approaches, well-qualified staff responsible for delivery services, a system for collecting outcomes data, and evidence of successes in the achievement of those outcomes.
- **A track record of operating with a high degree of organizational accountability** and transparency with respect to governance, fiscal sustainability, financial reporting, and adherence to external standards of accountability. This includes, but is not limited to, government reporting for nonprofits or adherence to standards set by third parties, if applicable, such as governmental funding entities, certifying or accrediting bodies, national affiliates, etc.
- **A demonstrated commitment to equity and inclusion**, as demonstrated by services that are accessible by a population that is racially and ethnically diverse, that may face barriers due to disability, age, differences in culture or language, gender, gender identity or sexual orientation; or that otherwise may face barriers to access because of



economic status. United Way recognizes that not all programs serve a similarly diverse target population. However, all organizations can and should consider how their services are relevant, accessible to, and inclusive of an increasingly diverse community.

- **A clearly defined, credible and effective role with the human service ecosystem of which it is a part.** United Way is seeking to invest in organizations that have successfully found a place in the human service subsectors of which they are a part that enables them to cooperate with other stakeholders in supporting other stakeholders, through referral relationships, collaborative service delivery, and effective operation of the larger system of which the organization is part.

The Impact 100 proposal narrative was designed to assist United Way in making grantee selections based on these criteria. As needed, United Way will rely upon other data sources such as organization's financial statements and tax returns, web sites, and publicly available data sources such as Guidestar.

OVERALL PORTFOLIO CRITERIA

In addition to the above criteria for assessing individual applicants, United Way's selection of Impact 100 grantees will also be guided by the following goals in ensuring a broad-based and inclusive portfolio of grantees that, together, improve the quality of life for all people across the region.

- **United Way strives to invest in a wide variety of strategies and approaches** to improving community conditions, including programming that responds to immediate critical needs and preventative strategies to prevent critical needs from emerging, as well as both direct-service programming and systems-level approaches.
- **United Way is committed to investing in a wide range of health and human service domains**, addressing community needs across the three pillars of Health, Education and Financial Stability. (More details are provided in a separate section of this document.)
- **United Way will invest in all areas of the Kansas City region, including communities within the six-county metropolitan area**—Cass, Clay, Jackson and Platte Counties in Missouri, and Johnson and Wyandotte Counties in Kansas.



- **United Way supports a wide range of organizations, in terms of scope and scale**—including multicounty organizations and those with a narrow geographic focus; those with large budgets, as well as small- and medium-sized budgets; and those that provide a single service as well as those with a multi-faceted set of services.
- **United Way is committed to maximizing the impact of its investments.** This means reaching as many lives as possible through those investments. We also consider the depth of impact and recognize that some organizations serve a small number of people but make a deep and lasting impact. We strive to strike a balance between these considerations when selecting Impact 100 grantees.

Not every organization that aligns with United Way's interest areas and effectively meets selection criteria will be able to receive funding. Organizations that are not selected for the Impact 100 will be eligible for donor-directed giving and, as such, will have the opportunity for inclusion in United Way's broader network of community partners.