

# United Way of Northern Shenandoah Valley



## 2025 Impact Grant Letter of Intent (LOI) Guide

Thank you for your interest in applying for United Way's **Impact Grant Program**. This guide is designed to help you successfully complete the Impact Grant Letter of Intent (LOI), the first step in applying for funding. By submitting an LOI, your organization demonstrates its readiness to collaborate on impactful solutions to community challenges while aligning with United Way's mission.



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## United Way's Funding Priorities

United Way's funding priorities focus on three primary pillars:

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

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## Directions for Completing the LOI Form

The LOI Form is structured into three sections to streamline the application process:

### 1. Organization Information

- Provide your organization's full legal name, address, and tax ID/EIN number.
- Confirm 501(c)(3) nonprofit status by selecting "Yes" or "No."
- Include contact information for the primary individual managing the LOI submission.

### 2. Letter of Intent Submission

- **Mission Alignment:** Describe how your project aligns with United Way's priorities in health, education, and financial stability.
- **Purpose and Goals:** Clearly outline your project's purpose and specific outcomes.

- **Collaboration:** Explain how you will collaborate with partners, specifying whether partnerships are potential or established.
- **Use of Funding:** Detail how the requested funds will address the identified community issue.
- **Target Population and Geography:** Define the populations and geographic areas your project serves.
- **Funding Request Amount:** Specify the amount of funding requested.
- **Measuring Impact:** Outline methods for tracking and reporting outcomes (e.g., data collection, surveys, metrics).

### 3. Reflection on Organizational Practices

- Discuss how your organization demonstrates financial health and transparency (e.g., through a Form 990, audit, or financial review).
- Explain your methods for tracking and communicating project outcomes.
- Provide details about your partnerships, including duration, processes, and strategies for sustainability.

**Note:** This year, we are collecting additional information during the LOI phase to streamline the application process. Selected organizations will not need to repeat certain questions when completing the full grant application.

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### Submitting Your LOI

- The **LOI Form** opens on **January 16, 2025**, and submissions must be completed by **January 31, 2025**.
  - Submit your completed LOI online via this link: [Impact Grant LOI Form](#).
  - Review all responses for accuracy and completeness before submitting.
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### What to Expect After Submission

1. **Review Process:**  
The Impact Grant Committee, established by the Fund Distribution team of the UWNSV Board of Directors and staff, will review all LOIs to identify projects with the greatest potential for lasting community impact.
2. **Notification:**  
Organizations will be notified of their LOI status by **February 14, 2025**.
3. **Next Steps:**  
Selected organizations will advance to the full application process, which includes:
  - Individual meetings as needed or requested to discuss the project in detail.
  - Online grant training beginning **February 18, 2025**.
  - Site visits and presentations from **March 24–April 11, 2025**.

4. **Award Announcement:**

Final grant award notifications will be made **on or before May 1, 2025**.

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### **Key Dates to Remember**

- **LOI Opens:** January 16, 2025
  - **LOI Submission Deadline:** January 31, 2025
  - **Notifications Sent:** By February 14, 2025
  - **Grant Training Begins:** February 18, 2025
  - **Full Grant Applications Due:** March 14, 2025
  - **Site Visits and Presentations:** March 24–April 11, 2025
  - **Award Notifications:** By May 1, 2025
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### **Need Assistance?**

If you have questions or need guidance completing the LOI, please contact:

**Kimberley Wilt**

Director of Impact and Advancement

Email: [kwilt@unitedwaynsv.org](mailto:kwilt@unitedwaynsv.org)

Phone: **(540) 536-1610**

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We are excited to learn about your innovative ideas and how they can create lasting change in our community. Together, we can spark change and strengthen our community!

