



UNITED WAY OF THE FLORIDA KEYS

P.O. Box 1287
Islamorada, FL 33036
305-735-1929 (1WAY)
president@keysunitedway.org

December 21, 2011

Dear Applicant:

The United Way of the Florida Keys is again seeking agencies for possible funding that are working to make an impact in our community. We've experienced some exciting changes this past year. One of those changes is in our Community Impact funding process to guide us in allocating our limited funds.

This year at least 90% of our allocated funding will fund only 501(c)3 organizations (or projects under a 501(c)3 faith-based organization) which administer programs that assist the needy with either:

- Access to quality, nutritious food; or
- Early childhood or youth development with an educational component.

A maximum of 10% of our allocated funding will be reserved for other safety net services within our community.

This year you will also be asked to describe measurable goals for the program for which you are requesting funding, and define the projected outcomes of the work you are undertaking. We will ask you to report on your measurable goals and your progress toward your outcomes at year end. This will assist us in tracking the difference our work is actually making in the community and help us to illustrate to donors that there has been a tangible return on their investment.

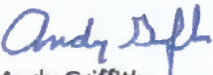
The application for 2012 funding from the UWFK is now available for download on-line at our website at www.keysunitedway.org or by contacting our office at 305-735-1929 (1WAY). The completed application with all attachments must be received by Friday, February 17, 2012 at the above address. Incomplete applications will not be eligible for funding. Applicants must submit one signed original (excluding IRS 990), two complete copies (excluding IRS 990) and one disc with the complete application and all attachments in pdf form (including IRS 990). If you have any questions, please don't hesitate to call Margie Smith.

Additionally, because of the changes in the application, we will be holding three explanatory workshops throughout the Keys. These sessions will be held in the Upper Keys on Wednesday, January 11th at 11:00am at the United Way of the Florida Keys office on the second floor at 93911 Overseas Highway; in the Middle Keys on Wednesday, January 11th at 3:00pm in the Iberia Bank board room, at 12640 Overseas Highway, Marathon Shores; and in Key West on Friday, January 13th at 10:00am in the Gato Building 1st floor conference room, 1100 Simonton Street. We strongly urge you to attend one of the sessions. Site visits of each program requesting funding are mandatory and will be held on Tuesday, March 6, 2012.

Thank you for the work you do in our community and we look forward to working with you!

Sincerely,


Margie Smith
President


Andy Griffiths
Chairman of the Board