



Community Investment Review

Volunteers/donors who participate in the community investment process follow a series of prescribed steps to evaluate program proposals. Programs are rated by:

- How well they address needs identified in the community assessment
- Their ability to create positive change for the people they serve
- Their cost benefits

Volunteers consider each proposal against a series of specific questions such as:

1. Does this program meet one of United Way's identified impact areas?
2. Is there a clear way to track the success of the program with measurable indicators?
3. Will a UWGN investment make a measurable difference in the program's delivery and outcomes?
4. Will the program offer a significant benefit to the community given the cost?
5. Is there another way to deliver this service more cost effectively, or is another organization already providing this service in a better way than proposed?
6. Does the applicant have the resources, expertise, and experience to carry out the proposed program?

Other evaluation questions may include:

1. Given budget limits, which programs are needs vs. wants in our community?
2. Can this program survive without UWGN funding?
3. Will the program help people in need?