



**United Way  
of Rock River Valley**

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News Release

For Immediate Release

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### **United Way Announces Special Contribution**

(Rockford, IL- 10/06/2009)..... United Way of Rock River Valley announced a \$20,000 contribution from First Rockford Group to develop a coordinated approach to applying for human service grants. This will allow United Way to increase the amount of state, federal, and foundation revenue to local nonprofit organizations through successful research, development of collaborations, program development, and grant writing.

The United Way of Rock River Valley has contracted with Write Away Consulting to research, identify and write public and private grant opportunities. Once opportunities have been identified, United Way will convene collaborative groups of nonprofits to jointly apply for funding.

“I believe Rockford will greatly benefit from a coordinated approach to grant writing,” said Paul Logli, President and CEO of United Way of Rock River Valley. “This community has missed opportunities for increased state, federal, and foundation support. By working together, I know we can bring these resources to our community to help residents. The more money that we can bring in, the more funding we can provide much needed programs.”

Sunil Puri, president of First Rockford Group and long-time local philanthropist said, “Bringing agencies together to develop plans and apply for grants increases our ability to obtain available resources. Obtaining resources allows us to address serious community issues.” Mr. Puri added, “Only by working together can we make our community a better place.”

The two primary areas of focus will be school readiness and 2-1-1.

### School Readiness

Children entering kindergarten with skills they need to succeed are more likely to graduate from high school and become productive workers and community members. More than 660 United Ways and their partners are carrying out the Success by 6 Born Learning public engagement campaign. It helps parents, caregivers, and communities support early learning.

### 2-1-1

Just recently, Governor Quinn signed legislation to implement a statewide 2-1-1 system. For the thousands of local residents needing help every day – from locating financial assistance during a family crisis, to finding adequate care for an aging parent, to searching for the highest-quality child care – 2-1-1 is an easy-to-remember number connecting them quickly to essential community resources.

By appropriately screening and referring individuals in need, 2-1-1 creates great efficiencies in the human service system. 2-1-1 also serves as a critical tool in times of disaster that expands the capacity of the emergency response system; identifies unmet needs; mobilizes and manages volunteers; serves as intake point for service providers; and sustains a connection to community residents.

### **United Way of Rock River Valley**

The mission of United Way of Rock River Valley is to improve lives and strengthen communities in the Rock River Valley by mobilizing and focusing the caring power of our residents. For more information, go to [www.unitedwayrrv.org](http://www.unitedwayrrv.org) or call (815) 968-5400.

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