

UNITED WAY IMPACT FRAMEWORK FY25

Organization	United Way Rock River Valley						
Impact Area*	Youth Opportunity			Community Resiliency		Financial Security	
Initiatives	United for Literacy			211 Hotline	Strong Neighborhoods	Emergency Food & Shelter Program	Volunteering
Audience	Children	Parents/Guardians	Community	People in Need	Residents in House Neighborhoods	Winnebago County Organizations	Adults & Students
Funded Programs & Resources	<p>Read-Alouds and Independent Reading</p> <p>In School and After School Programming</p> <p>Community Storytimes</p> <p>Book Distribution Tiny Turners - Birth to 3 years Page Turners - Early Childhood Dolly Parton Imagination Library - Birth to 5 years Reach Out & Read- Birth to 5 years</p>	<p>Family Literacy Nights</p> <p>Engagement Materials</p> <p>Training / Outreach</p>	<p>Training & Professional Development</p> <p>Advocacy</p> <p>Public Awareness</p> <p>Bonus Book Distribution</p>	<p>Call Center</p>	<p>House Locations:</p> <p>8th Avenue House 908 8th Avenue, Rockford</p> <p>Irving Avenue House 312 Irving Avenue, Rockford</p> <p>Marie Avenue House 825 Marie Avenue, Machesney Park</p>	<p>Managing EFSP Board & Allocations</p>	<p>UW Day of Caring</p> <p>Workplace Days of Caring</p> <p>Indv. Volunteer Opportunities</p> <p>WeVolunteer.org</p>
<p>*Impact Area Definitions</p> <p><u>Youth Opportunity</u>: Helping young people realize their full potential. <u>Community Resiliency</u>: Addressing urgent needs today for a better tomorrow. <u>Financial Security</u>: Creating a stronger financial future for every generation.</p>							

