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## United Way of Southwestern Indiana Announces New Focus on Poverty and Upward Mobility

*Shift Includes a New Funding Opportunity*

Evansville, IN - United Way of Southwestern Indiana is pleased to announce a shift in its investment focus for serving our region. Known as United for Impact: Building Pathways to Potential, this change redefines the organization's strategic framework and funding priorities. As such, the United Way of Southwestern Indiana will now focus its investment on **empowering individuals and families with the resources they need to support upward mobility.**

As an exciting part of this shift, United Way of Southwestern Indiana will offer opportunities for any local 501(c)(3) nonprofit to join this work through a competitive funding process. The first Request for Proposal will be released in the fall and will concentrate on initiatives that assist individuals in gaining employment. Roughly \$250,000 will be available for investment.

The new focus is a result of United Way's strategic planning process, which included direct feedback from community members and local business leaders. The process revealed that providing support to **help individuals and families to improve their economic situation** was the most critical need in our community. The COVID-19 pandemic further illustrated the fragile financial position of thousands of households in our region.

United Way of Southwestern Indiana CEO and President, Amy Canterbury, commented, "We are eager to utilize our unique position as a convener of resources to address such a far-reaching issue that our community has identified as a high-priority in making the Greater Evansville region a better place to live."

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### About United Way of Southwestern Indiana

United Way envisions communities where all individuals and families have the opportunity to achieve their full potential. The nonprofit organization serves at the center of a network of partners and programs that address critical issues facing thousands of people in Vanderburgh, Warrick and Spencer Counties. To learn more about United Way's work, visit [unitedwayswi.org](http://unitedwayswi.org).