

For Immediate Release

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**United Way of Greater Eau Claire Announces
Successful Children & Youth Grant Funding**

United Way of Greater Eau Claire is known as a community leader in identifying needs of the Eau Claire area and connecting people and resources together to advance the common good. Beginning in 2005, United Way of Greater Eau Claire's volunteer structure recognized the need to implement a community impact model which creates change by focusing on three specific areas: Successful Children & Youth, Strong Families & Individuals, and Total Health & Well-Being. United Way feels that these are the building blocks for a good life. In 2009 United Way of Greater Eau Claire will, for the first time since adopting the community impact model, begin making funding decisions based on the alignment of a nonprofit organization's objectives to that of their own. Successful Children & Youth will be the first focus area to initiate the new protocol.

After researching significant issues that affect children and youth in Eau Claire County, United Way of Greater Eau Claire is pleased to announce opportunities for the 2009-2012 grant funding cycle. United Way of Greater Eau Claire is targeting programs that align with the community impact focus area of Successful Children and Youth. The goal is for children to grow into successful, independent adults. Research conducted indicates startling facts in the areas of mental health, tobacco and alcohol use, and proper nutrition and physical activity guidelines for children. To name a few:

- Suicide is the third leading cause of death for 15-24 year olds in Eau Claire County.
- In 2007, 32% of Eau Claire high school students reported monthly use of alcohol, and 61.4% reported annual use.
- In 2006-2007, 13% of Head Start children were overweight, and 16% were at risk of becoming overweight

A comprehensive Successful Children & Youth Community Action Plan can be found online at www.unitedwayeauclaire.org.

Eligible agencies must affirm the following criteria:

- Organization must be a 501(c)(3), or have a fiscal agent that has 501(c)(3) status
- Serve the residents of Eau Claire County,
- Address one or more of the following outcomes
 - Children and their families are able to cope with, and address mental health issues.
 - Children live tobacco- and alcohol-free lifestyles
 - Children follow proper nutrition and physical activity guidelines

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