

United Way of  
Southeast Missouri



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**  
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## **United Way Seeks Community Feedback**

***Southeast Missouri*** – United Way of Southeast Missouri is asking citizens in Bollinger, Cape Girardeau, Perry, and northern Scott counties to participate in Community Conversations to guide the nonprofit's next funding cycle.

Each Community Conversation will be similar to a guided focus group with a facilitator seeking feedback from participants. All area residents are invited to attend and inform the nonprofit of needs in their community and gaps in services that will guide volunteers on United Way's Community Investment Committee.

These committee members review every application for funding and determine the next group of partners and programs that United Way of Southeast Missouri (UWSEMO) will invest in and the percentage of revenue each will receive. By hosting Community Conversations in multiple communities, UWSEMO leaders and volunteers hope to gain valuable insight into how the United Way network can be more effective in helping people throughout Southeast Missouri.

Community Conversations will be held at the following dates and locations:

November 2, 2021 | 5:00 p.m. – Scott City Area Chamber of Commerce, 1508 Main St., Scott City, MO 63780

November 4, 2021 | 5:00 p.m. – Perryville Knights of Columbus; 31 S Church St., Perryville, MO 63775

November 9, 2021 | 5:00 p.m. – One City, 610 Independence St., Cape Girardeau, MO 63701

November 16, 2021 | 5:00 p.m. – Bollinger County Library; 207 Mayfield Dr., Marble Hill, MO 63764

Although United Way of Southeast Missouri is part of a global network, each United Way operates independently to support the specific needs of the communities assigned to them. An online survey is also being developed to provide more information, which will also be available in print following the Community Conversations. Information gathered in a 2019 community survey led United Way of Southeast Missouri to allocate

more funding to programs focused on income stability, which became critical during the COVID-19 pandemic.

Elizabeth Shelton, Executive Director of United Way of Southeast Missouri, explains: “Some programs will always support urgent needs, but by investing in multiple organizations, our network is able to tackle big problems. Together we change lives and impact generations by collectively addressing what is causing the need. As we begin our next funding cycle, it is critical to hear from our communities about their challenges and how United Way of Southeast Missouri can help.”

The next opportunity for nonprofit organizations to apply for grant funding will be in early 2022. After a stringent application and review process managed by the Community Investment Committee, new partners for the next funding cycle will be identified prior to July 1, 2022, when the organization begins its 2022 fiscal year.

Organizations interested in applying for funding and individuals willing to help review applications are encouraged to subscribe to United Way’s monthly newsletter on their website, [www.unitedwayofsemo.org](http://www.unitedwayofsemo.org), and follow UWSEMO on Facebook and Instagram where announcements will be made.

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