

# Monthly Agency Report Form Instructions

## WHY

Good statistics raise money. They show donors that you are making real progress and have a real impact. UWCMC wants to collect good statistics in order to raise more funds for your agency. We share these statistics with our donors and potential donors in social media posts, solicitation pitches, and thank you notes.

## THE FORM

**AREA STATISTICS:** United Way funds four areas that we call "building blocks of community success" - Education, Income, Health, and Basic Essentials. In this section on the form, please provide statistics that speak to each area. Examples:

- **Education:** *We spent 120 hours teaching 23 children basic math, reading, and writing skill. We offered three classes to our clients on how to find jobs.*
- **Income:** *By offering spay and neutering services, we saved community members \$300 this month. Or, by watching 23 children, five days a week, at subsidized/no cost to parents, we allowed parents to work 600 hour and earn approximately \$6,000.*
- **Health:** *We served 300 healthy meals to 23 children. Or, we taught 13 teenagers about personal hygiene.*
- **Basic Essentials:** *We offered shelter to 8 homeless neighbors.*

**OTHER STATISTICS:** Here, you can put any statistic that is relevant to your work that does not directly fit in the area statistics. Example:

- *We offered emergency services to 8 women suffering from domestic violence.*

**COSTS:** Cost statistics really motivate donors. For example, if I tell a donor it costs \$52 to offer emergency shelter services to domestic violence victims for one night, they will very likely donate at least \$52. I've seen it happen many times - someone was thinking about donating about \$25, then I provide a costs statistic, and that bumps up their contribution. Examples:

- *It costs \$52 to shelter a victim of domestic violence for one night in an emergency hotel.*
- *It costs \$100 to get one puppy vaccinated.*

**STORY:** Here, you can share an inspiring story, anecdote, etc. that would help donors understand the personal impact you have on your clients and community. Example:

- *The Humane Society saved the life of Dot, a six year old Chihuahua suffering from an infection. We paid for the medication that would allow her to live. Not only is Dot a happier pooch, but her owner, Elizabeth, who suffers from an illness that keeps her home and frequently isolated from friends and family, is happy to have her companion back.*

**You do not have to fill out every space on the form. Just provide the information that makes sense for your organization.**