

United Way looks for local groups to fund

Contributed by Elizabeth Larson
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LAKE COUNTY – The United Way is looking for Lake County organizations to fund in several important service areas.

Fritz Ward, marketing director for United Way of Sonoma-Mendocino-Lake, said the organization is seeking funding proposals for projects in four “focused funding” areas from nonprofits in its three service counties.

Those focus areas include after-school and summer programs focused on youth in grades four through eight; parenting and social-skills training for parents; emergency food and shelter, transitional and permanent supportive housing programs; and senior food and mental-health programs, according to Chanda Zirkelbach, vice president of the agency's Community Impact division.

Ward said United Way wants to find the best partner agencies doing the best work in their communities.

A volunteer group reviews applications and conducts site visits, he said.

The selection process, Ward added, is based strictly on merit.

“There's almost always more need than money,” he added.

Those groups who do receive funding have their performance monitored, Ward said.

Last year, Catholic Charities-Lake County Rural Food Project received \$14,000 and the Redwood Coast Seniors-Meals on Wheels/Mental Health Outreach program received \$90,000, Zirkelbach reported.

Ward said the United Way believes it's more important to give more money to one program that is doing great work than break that funding up to try to cover many smaller efforts.

Applications became available Jan. 15, with the submission deadline set for Feb. 25.

For information on how to apply or to learn how to access United Way's online application, contact Zirkelbach at 707-528-4485, Extension 110, or e-mail at chanda.zirkelbach@uwsml.org.

There will be an applicant orientation Feb. 1 from 2 p.m. to 4 p.m. at the Santa Rosa Transit Department Training Room 103, located at 45 Stony Point Road, Santa Rosa.

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