



United Way of Story County

“What Works: Impact Stories” Basic Directions

While the numeric data tells part of the story of your impact, stories can help round out your tale. **Please provide one story (1 paragraph minimum) for this fiscal year**, highlighting a program that UWSC funds. This story can feature a "small moment of joy" or a more major accomplishment of an individual or family served. It can be told in the third-person or be in first-person (the direct words of your client). If necessary (due to confidentiality, etc.), the story can feature a staff member or volunteer with an ASSET-funded program who is making a profound impact on our community. **Please remember to add a photo if possible.** This photo should be a high-resolution photo. Again, given the confidential nature of some of your work, we welcome photos of your building, your staff, etc. if your client declines to be pictured. Some examples are included below to illustrate the breadth of what is possible.

****Please note that we require a signed release form from the client and/or guardian (if featuring a child) and/or featured staff or volunteer for each story. This is the case whether or not you include a photo. The United Way “Authorization & Release of Personal Story and Photos” must accompany your story.****

Your materials are to be submitted via Scorecard and are due on the last day of the month specified. The United Way Marketing Director will review and reach out if there are any questions or concerns.

(*If you are not ASSET-funded but a UWSC partner agency, please highlight any program on which you report data.*)

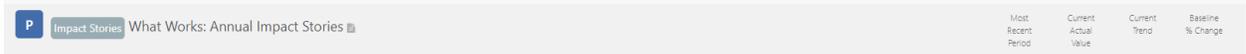
FISCAL YEAR SCHEDULE:

Month Due (by last day of month)	Agency		
July	Heartland Senior Services	Eyerly Ball (*)	
August	HIRTA	Iowa Able Foundation	Friendship Ark (*)
September	Legal Aid Society of S.C.	Lutheran Services	Mainstream (*)
October	MGMC Home Health	MICA	Primary Health Care Inc.
November	NAMI	Raising Readers	
December	Story Time Childcare	The Arc	Friends of CASA
January	ACCESS	ACPC	
February	All Aboard for Kids	American Red Cross	University Comm. Childcare
March	Boy Scouts	Boys & Girls Club	Good Neighbor
April	Camp Fire	Center for Creative Justice	The Salvation Army
May	Central Iowa RSVP	ChildServe	YSS
June	The Bridge Home	Girl Scouts	YWCA

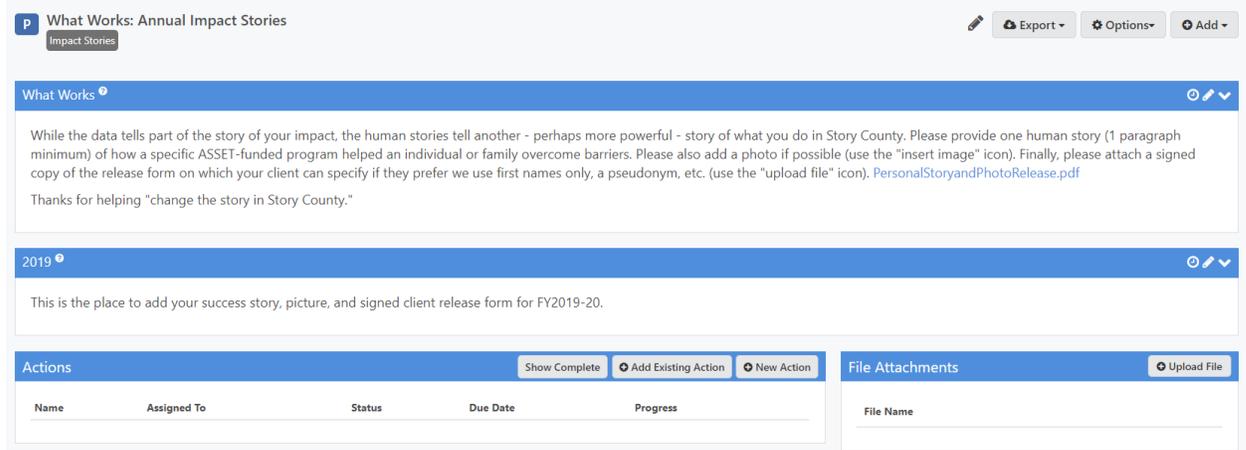
STEP-BY-STEP DIRECTIONS:

1. Log in to Scorecard at app.resultsscorecard.com.
 - *Username:* your full email address
 - *Password:* as previously set. If you have forgotten your password, use the “Forgot Password” tab on the ClearImpact log-in page.

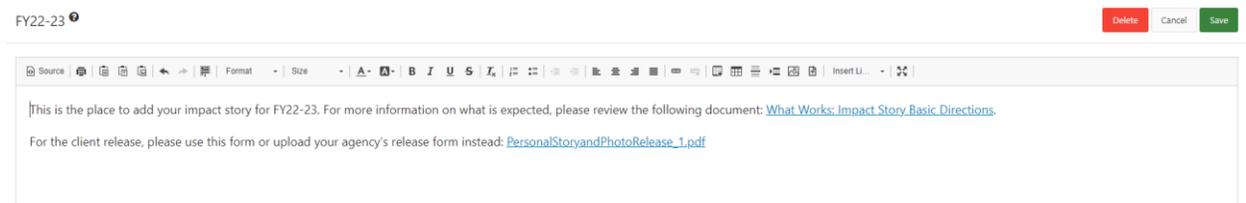
2. Open your Scorecard and scroll down to the bottom where it states “What Works: Annual Impact Stories.”



3. Click on the blue P. A drop-down menu with “View” will appear. Click on “View”. Your screen should like this:



4. Click on the blue link in the “What Works” section of the page titled “PersonalStoryandPhotoRelease.pdf.” Print this form and have your featured client(s) sign and select their permission levels.
5. On the far right of the section listing the current fiscal year, click on the pencil icon. Your screen should like this now:



6. Type your story in the box. If you like, you may copy and paste from Word or another document using the icons on the left of your toolbox:



7. Upload your picture using the “Upload Image” icon that looks like this:



8. Upload the signed “Personal Story and Photo Release” form using the “Upload File” icon that looks like this:



****This is required.****

9. Click on the green “Save” button!!! Then, you are done for the year. ☺

IMPACT STORY EXAMPLES:

Example 1 (from All Aboard for Kids):



The positive impact story we would like to share with you focuses on Elizabeth. Elizabeth is 14 and has participated in the All Aboard for Kids summer camp now for 3 years. Before joining our camp, summers were very difficult for Elizabeth, as she missed the familiar structure and routine of school. With the encouragement of her parents and her middle school special education teacher, she stepped way out of her comfort zone and joined us at camp in Summer, 2017. At the beginning, she was so very quiet and hesitant to join in, clearly uncomfortable in the unfamiliar environment. But, she was genuinely interested and curious about our curriculum and activities, and with loads of support and encouragement from our staff, and lots of hard work on her part, Elizabeth conquered those initial fears and has never looked back.

Elizabeth has continued to blossom each year she’s participated in camp. It has been extremely rewarding to see her wonderful personality and sense of humor emerge as she’s become more comfortable at All Aboard for Kids! It is so good to see her smiles! She’s made friends – both with peers and with staff – and shown amazing emotional and social growth. She’s now interacting and connecting with her peers during the activities, and her level of engagement has improved dramatically! This past summer, Elizabeth asked if she could bring her guinea pigs in to share with the other kids, and all the kids loved it! It was wonderful to see her exhibiting leadership skills with our younger participants, as she helped to get them get involved and engaged as well.

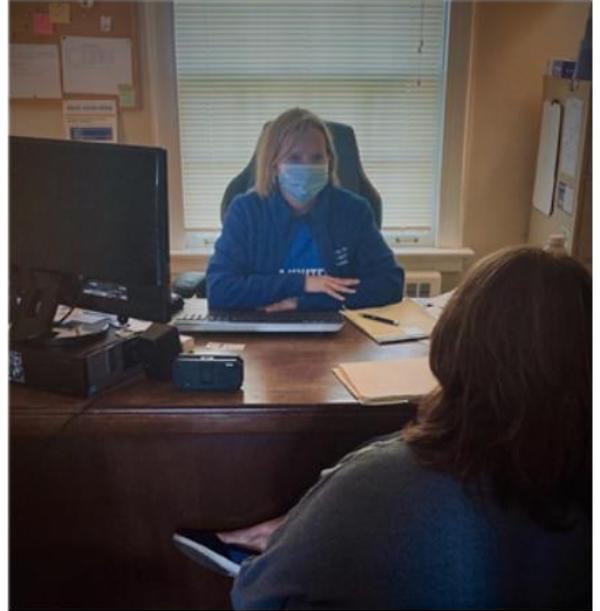
In addition to enjoying the activities, Elizabeth is taking it to the next level and sharing ideas for future camp themes/events/activities. She has even inquired about when she'd age out because it made her sad to think she couldn't come to camp. She is such an important part of All Aboard for Kids, and we assured her she could be involved as long as she wanted to be! Her successes are so very inspiring and motivating for all of us to continue providing this valuable summer camp opportunity.

This impact story illustrates beautifully the following: “Organizations can provide an array of services, but it is the individuals who do the work to make the changes they seek. Organizations are the guide, the supporting character. The people they serve are and should be the heroes” (E. Wainger, [“How To Share Client Stories in an Ethical Way.”](#))

Example 2 (from Center for Creative Justice):

“I was charged with an assault and placed on probation at the Center for Creative Justice. While on probation I was counseled in anger management and had regular meetings with my probation officer. During anger management I had a lot of time to think about my behavior and have come to the conclusion that my actions were out of character; and there is no reason to act in such a way. I’m thankful that I was placed on probation because I have been given time to show that I can be the kind and responsible person I once was. I am working full- time and going back to school full- time to get my Bachelor’s degree. I would like to become an addiction counselor and help people because that is my true character.”

- Letter from Past CCJ Client



This impact story is shared with permission and is accompanied by a photo showing a probation officer – not the client - for confidentiality reasons. This story shows the power of first person narratives, an opportunity to share/hear the voice of a member of our community who may not often be heard.

To see additional examples and learn more about the power of stories, please view the PowerPoint or recording of the “Sharing Stories to Document Impact” workshop hosted by UWSC in April 2021, available at our [Partner Agency Toolkit](#) page.

******* If you have any other questions or concerns as you prepare your annual impact story, please call Allie at UWSC: 515-268-5142 OR email: aprusa@uwstory.org. *******



Authorization & Release of Personal Story and Photos

United Way of Story County (UWSC) receives requests for stories and photographs about people who have been impacted by our work. We hope you will consider giving us permission to share your experience.

Please check all that apply regarding Personal Story and Photo(s):

Items checked are allowed to be used by UWSC in communications materials for public use:

- The story and/or photo(s) may be used with real names.
- The story and/or photo(s) may be used with names being changed.
- I am willing to tell my story in person to one or more audiences for UWSC.
- I am willing to tell my story on video to one or more audiences for UWSC.

If you agreed above to release a story and/or photo(s), you understand there is no time limit to the use of the story and/or photo(s).

I, hereby authorize United Way of Story County (UWSC) to use and/or share the information checked above regarding me and/or my child/children in all forms of media for advertising, trade and any other lawful purposes. I understand that I will not receive payment and will have no right to view or approve before or after they have been used.

Print client and child/children name(s): _____

Date: _____ Client/Guardian Signature: _____

Agency Name: _____

Agency Contact Person: _____

Agency Contact Person Email: _____ Phone: _____

Date: _____