



United Way of Story County

“What Works: Impact Stories”

While the numeric data you submit tells part of the story of your agency’s impact, stories can help round out your tale. Each United Way partner agency is asked to **provide one story each fiscal year**. United Way staff will review each story and reach out if there are any questions or concerns.

DUE DATE:

- Effective FY25, impact stories are due at the same time as all other data reporting (on July 31 annually). **You may submit your impact story at any time during the fiscal year but no later than July 31 for the preceding fiscal year** (ex/work from July 1, 2024 through June 30, 2025 should be featured in the story submitted no later than July 31, 2025).

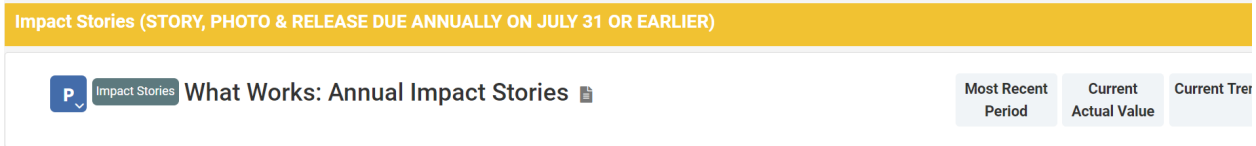
GUIDELINES:

- Your materials are to be submitted **via the Clear Impact Scorecard portal** at <https://app.resultsscorecard.com> . If you need directions on how to access and upload your content, see page 2 below.
- For agencies receiving ASSET funding from United Way, your story should feature **a funded-program**. For agencies not receiving ASSET funding from United Way, please choose any story that you feel illustrates your work.
- This story can feature a "small moment of joy" or a more major accomplishment of an individual or family served.
- The story 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 who is making a profound impact on our community.
- **Each story must be accompanied by a high-resolution photo**. Given the confidential nature of some of your work, we welcome photos of your building, your staff, your agency’s signage, etc. if your client declines to be pictured. Some examples are included below to illustrate the breadth of what is possible.
- **Each story must be accompanied by a signed release form** from the client and/or guardian (if featuring a child) and/or featured staff or volunteer for each story. We have attached United Way’s “Authorization & Release of Personal Story and Photos” form for your use; this makes clear potential uses of the story and photo(s).

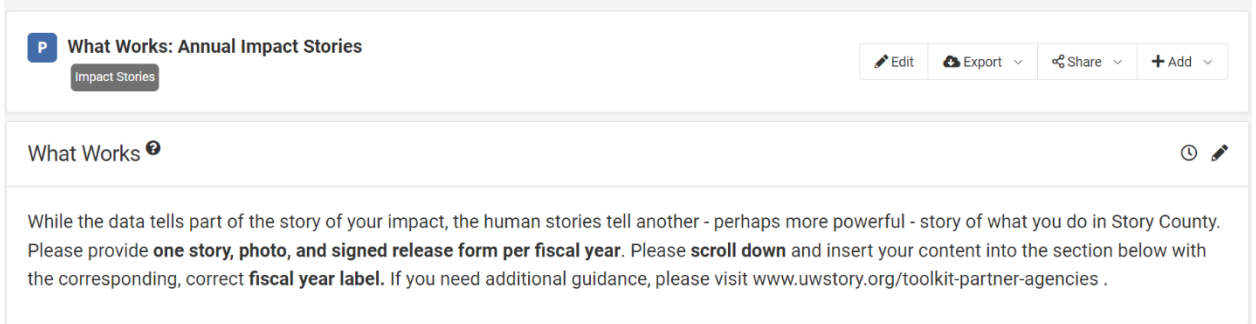
DIRECTIONS AND EXAMPLES ARE ON PAGES 2 - 4 BELOW

IMPACT STORY - STEP BY STEP DIRECTIONS:

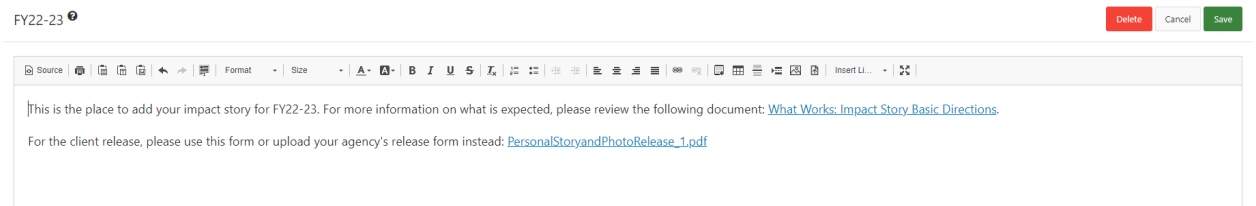
1. Log in to Scorecard at app.resultsscorecard.com.
 - *Username:* your full email address
 - *Password:* as previously set. If you have forgotten your password, use the “Forgot Password” tab on the Clear Impact log-in page.
2. Open your Scorecard and scroll down to the yellow header toward the bottom where it states “What Works: Annual Impact Stories.”



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



4. Scroll down on the page until you find the section labeled with the current fiscal year. Then, on the far right of that section, click on the pencil icon. Your screen should like this now:



5. 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:



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



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



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

Note: this form is attached and also available at www.uwstory.org/toolkit-partner-agencies .

8. 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.

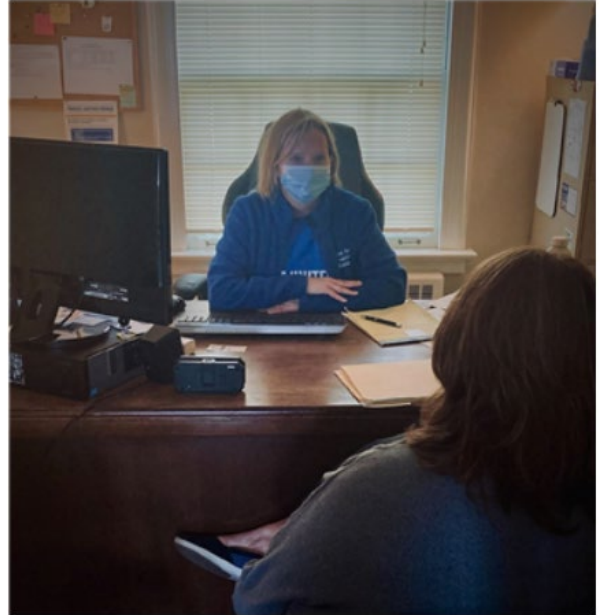
In addition to enjoying the activities, Elizabeth is taking it to the next level and sharing ideas for future camp themes/events/activities. She has even inquired about when she'd age out because it made her sad to think she couldn't come to camp. She is such an important part of All Aboard for Kids, 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 or “Impact Stories” workshop from November 2022, all available at our [Partner Agency Toolkit](http://www.uwstory.org/toolkit-partner-agencies) page: www.uwstory.org/toolkit-partner-agencies . Additional impact story examples are available upon request.

If you have any other questions or concerns as you prepare your annual impact story, please call or email the UWSC team (Marketing and/or Community Impact). We are always happy to help!



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 ONE option 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.

Not Required

United Way of Story County often shares stories via campaign videos or in person at events/meetings.

If you are interested in sharing "live" via video or in person, please check that here:

I am willing to tell my story on video to one or more audiences for UWSC.

I am willing to tell my story in person to one or more audiences for UWSC.

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: _____