

2026 Community Impact Application

Each year United Way provides the opportunity for non-profit organizations providing human services in Lewis, Marion, Monroe, Ralls, or Shelby Counties to apply to become a Community Impact Agency.

Community Impact Agencies benefit financially from the United Way's Annual Campaign, but are also granted a membership into the United Way providing additional publicity opportunities, notoriety, training, and more. This application is to apply for the distinction as a Community Impact Agency from May of 2026 to April of 2027.

In order to be eligible to apply, the work of organizations must align with United Way's areas of focus and priority areas as well as be in line with priorities outlined in the Community Health Improvement Plan. In depth information on those can be found on the United Way website at <http://unitedwaymta.org/community-impact> and <https://unitedwaymta.org/community-needs>

Applications and all required documents are due to United Way by Saturday, February 15th at 11:59pm.

Email *

mhastings@pfh.org

Agency Name

Project Community Connect

Agency Director

Michele Hastings

Director E-mail

mhastings@pfh.org

Agency Address

n/a

City, St, Zip

Hannibal, MO 63401

Agency Phone Number

n/a

Website

n/a

EIN

43-1848766

Fiscal Year Start and End Date

1/1/2026-12/31/2026

Application Contact Name

Michele Hastings

Application Contact E-mail Address

mhastings@pfh.org

Application Contact Phone Number

573-603-1460 ext 2323

I certify I have the authority to submit this application on behalf of the organization.

☒ Yes

Organization's Mission Statement

Project Community Connect is dedicated to building bridges across our community by connecting individuals, resources, and organizations to promote collaboration, support, and lasting positive change.

Organization's Vision Statement

Our vision is a community where every individual and family can easily access the resources and services they need, especially those not readily available—so no one is left unsupported.

Provide a 25-word summary of your organization.

Project Community Connect is an annual event uniting community partners to provide free resources, services, and support, while working year-round to close housing barriers.

How many dollars are you applying for from the United Way of the Mark Twain Area?

\$15,000

Are you currently receiving dollars from the United Way of the Mark Twain Area?

☐ Yes

☒ No

Have you ever received dollars from the United Way of the Mark Twain Area?

☐ Yes

☒ No

What is your organization applying for funding from United Way for?

☐ Specific Project/Program - dollars will be designated to only be utilized for a specific purpose.

☒ General Support - dollars will be considered general revenue to the organization.

If applying for dollars for a specific project/program, name of the project/program.

Give a **brief** overview of the program(s) your organization implements. Provide headings above each program.

*****If applying for specific project/program dollars give the overview of that project/program FIRST*****

What data shows the work you would do with United Way dollars is needed in our community? Share the correlation between the programs you hope to implement with United Way funds and this data. Share the source of the data.

Project Community Connect (PCC) collects annual feedback from participants at its one-day event through a voluntary survey to assess community needs. Responses from the 2025 survey indicate a significant level of financial insecurity among attendees: 54.8% of respondents reported monthly incomes of \$0–\$1,000, with an additional 24.2% earning between \$1,001–\$2,000 per month. Overall, 79% of participants were low-income, highlighting the high concentration of economic vulnerability in the community.

The survey also identified specific areas where assistance is most needed. 42.7% of respondents indicated they required housing assistance, 36% reported a need for utility support, and 10% reported challenges obtaining essential documents, such as birth certificates or Social Security cards. Additionally, 62% of respondents reported ongoing financial challenges, and 53.8% stated that housing or rental support would be the most helpful service for themselves and their families moving forward. These needs have continued to increase due to instability in HUD housing programs and rising economic pressures.

United Way funding would directly address these documented needs. PCC programs provide financial assistance to households struggling with housing and utilities, help individuals obtain critical identification documents, and offer meals and essential items during the one-day event. By directly linking program activities to participant-identified needs, PCC ensures that United Way dollars are used to provide meaningful, measurable support to those most vulnerable in Marion and Ralls counties.

Data Source: Project Community Connect 2025 Participant Survey.

How will your organization measure the success of the programs it implements in the community? What kind of change/improvement does your organization anticipate seeing in the community by doing your work?

Measuring Success:

Our organization measures the success of our programs through a combination of quantitative and qualitative metrics. Quantitatively, we track the number of individuals and families served, the types of services accessed, and the amount of financial assistance or resources distributed. Qualitatively, we collect feedback from participants, community partners, and service providers to identify gaps in service and understand the real-world impact of our interventions.

Anticipated Change/Improvement:

Through our work, we aim to reduce barriers to stability for vulnerable individuals and families. We anticipate seeing measurable improvements in housing security, access to essential services, and overall quality of life for program participants. On a broader level, our programs foster stronger community connections, enhance collaboration among service providers, and contribute to a more resilient, supportive community network where individuals are empowered to thrive despite challenges.

Are there other organizations in our community addressing the same need and implementing similar programs who serve the same geographic area as your organization?

Most individuals on the PCC planning committee work directly with housing grants through their respective organizations. While these grants share the common goal of ending homelessness, they often come with restrictions or eligibility requirements set by the funding sources. PCC funds are uniquely flexible and are used to address gaps that other housing programs cannot fill. This allows PCC to provide immediate, low-barrier assistance—such as covering utility bills, housing deposits, or critical identification documents—to individuals and families who might otherwise fall through the cracks, ensuring that urgent needs are met and long-term stability is supported.

If your organization would receive United Way funds, which focus area(s) would your work with these dollars align to?

- ☐ Healthy Community
- ☐ Youth Opportunity
- ☒ Financial Security
- ☒ Community Resiliency

Explain how your work would align with the selected focus area(s). Please ensure you have reviewed how United Way defines these focus areas.

PCC's work aligns with all Areas of Impact, with a particular focus on Community Resiliency. The needs PCC addresses are urgent, and without their intervention, many would go unmet. PCC's primary goal is to assist individuals and families facing homelessness—whether due to unpaid utility bills, challenges in securing housing deposits, or difficulties obtaining identification throughout the year, among many other things. In addition, PCC organizes a one-day event that connects those in need with essential services, including dental care, primary care, behavioral health support, substance use resources, housing assistance, and utility aid. Beyond addressing immediate needs, PCC provides financial support and access to resources that empower individuals to achieve stability and reach their full potential, offering opportunities for growth, independence, and long-term success. Once individuals are stably housed, they can focus on improving their physical and mental health, building financial stability, and pursuing opportunities that support lasting self-sufficiency.

If your organization would receive United Way funds, which priority area(s) would your work with these dollars align to?

- ☒ Supporting Critical Services
- ☒ Providing Opportunities for Upward Mobility

Explain how your work would align with the selected priority area(s). Please ensure you have reviewed how United Way defines these priority areas.

The work of Project Community Connect (PCC) directly advances the priorities of Supporting Critical Services and Promoting Upward Mobility. PCC provides low-barrier, accessible assistance to individuals and families experiencing housing insecurity, ensuring that critical support reaches those who are most vulnerable. By offering access to funding and resources not available through other organizations, PCC addresses urgent needs that would otherwise go unmet, serving as a vital safety net for individuals and households who have exhausted all other options.

Through its comprehensive services, PCC prevents homelessness, stabilizes families, and fosters long-term self-sufficiency. In addition to meeting immediate basic needs, PCC empowers participants to achieve greater economic stability and upward mobility by connecting them with resources that promote housing security, employment readiness, and financial resilience. By intervening at critical moments of need, PCC not only mitigates crises but also strengthens community well-being and contributes to lasting social and economic outcomes.

If your organization would receive United Way funds, which priority health need(s) outlined in the Community Health Improvement Plan would your work with these dollars align to if applicable?

- ☐ Mental Health & Substance Use Disorders
- ☐ Access to & Affordability of Care
- ☒ Housing & Homelessness
- ☐ Transportation
- ☐ Chronic Disease Prevention & Management
- ☐ Workforce Development (Health & Social Sectors)

Explain how your work would align with the selected priority health need(s). Correlate your work to what is shared in the Community Health Improvement Plan.

One of PCC's primary goals is to provide immediate assistance to individuals and families facing homelessness or financial insecurity. Homelessness is not a single-dimensional problem; it is often the result of compounding challenges, including unpaid utility bills, inability to afford housing deposits, and difficulties obtaining essential identification. Without intervention, these challenges can leave people trapped in cycles of instability that are difficult to escape.

PCC's assistance begins by addressing these critical gaps. For families struggling to keep their utilities on or to secure a place to live, PCC provides financial support that serves as a lifeline. By preventing homelessness before it occurs or helping families regain stable housing, PCC interrupts cycles of crisis and provides individuals with the stability they need to focus on longer-term goals.

Equally important is PCC's work to help clients navigate bureaucratic obstacles. Obtaining identification, completing applications for housing, or accessing public benefits can be daunting tasks for someone in crisis. PCC staff work directly with clients to guide them through these processes, ensuring that barriers do not prevent them from accessing essential services. By combining financial support with practical guidance, PCC addresses both immediate needs and structural challenges.

In addition to direct financial support, PCC organizes a one-day event that exemplifies the organization's holistic approach to community support. This event brings together a broad spectrum of essential services, including dental care, primary healthcare, behavioral health support, substance use resources, housing assistance, and utility aid. By consolidating these services into a single event, PCC creates a one-stop resource for individuals and families, reducing the logistical burdens often associated with seeking help.

Describe the demographic makeup of the clients you would serve with funding from United Way. United Way prioritizes the needs of individuals who are marginalized (individuals living in poverty, minorities, children without parental support, etc.).

Project Community Connect (PCC) serves residents of Marion and Ralls counties, providing support to anyone facing an immediate need that cannot be met through other service providers. Many of the individuals and families PCC assists are already engaged with social service agencies. Through coordinated referrals from these agencies, PCC ensures that those with urgent needs can access timely and appropriate assistance. While the organization prioritizes support for low-income populations, PCC maintains a flexible, client-centered approach and does not turn away individuals experiencing immediate crises. By bridging gaps in existing services, PCC helps ensure that vulnerable community members receive the resources and support necessary to stabilize their circumstances and move toward self-sufficiency.

Dollars from the United Way of the Mark Twain Area can ONLY be used to support programs in Marion, Monroe, Ralls, Lewis, and Shelby Counties in Missouri. If you serve additional counties, how can you prove dollars are only used to support the work of these counties?

Project Community Connect (PCC) tracks all funds through its fiscal agent to ensure strict accountability. All expenditures are carefully monitored and documented, and funds are used exclusively to support programs and services within the counties listed. This system provides transparency demonstrating that resources are allocated responsibly and directly benefit the intended communities.

What other revenue streams are utilized to support the program you are applying to the United Way to receive funding for?

Project Community Connect (PCC) relies primarily on donations and fundraising to support its services. While PCC occasionally receives grant funding from the Reidel Foundation, such grants are not guaranteed and do not represent long-term or sustainable funding.

Explain the impact funding from United Way will have on the work of your organization if selected to receive funding from May 2026-April 2027.

If awarded funding from the United Way, Project Community Connect (PCC) would be able to provide direct assistance to at least 30 households facing immediate needs. This support could include covering essential expenses such as utility bills, housing deposits, or other urgent financial needs, helping families stabilize their living situations and avoid homelessness. In addition to direct financial assistance, PCC would provide meals and distribute other necessities during its one-day community event, ensuring that participants have access to basic resources that support daily living. The event also serves as a hub for critical services, including assistance in obtaining free birth certificates and government-issued identification documents. These documents are often essential for accessing housing, employment, healthcare, and social services, and PCC's support helps remove barriers that might otherwise prevent individuals from moving toward stability. By combining immediate financial relief with practical assistance and essential resources, PCC ensures that families and individuals are not only supported in the moment but also empowered to take steps toward longer-term self-sufficiency. Funding from the United Way would allow PCC to expand its reach, serve more households, and enhance the impact of its one-day event, providing a vital safety net for the most vulnerable members of the community.

Explain any collaborations with other agencies.

Project Community Connect (PCC) is built on a strong foundation of collaboration, bringing together individuals and organizations dedicated to serving the needs of residents in Marion and Ralls counties. The planning committee is composed of representatives from NECAC, Salvation Army, Mark Twain Behavioral Health, Preferred Family Healthcare, Clarity Healthcare, Marion County Health Department, Douglas Community Services, and Families and Communities Together, Inc., who work collectively to address housing, financial, health, and social service needs. In addition to the planning committee, PCC engages a wide array of community partners for its annual one-day event, including Hannibal Regional Hospital, Ralls County Health Department, Truman VA, Blessing Hospital, Riverside Dermatology, Hannibal Board of Public Works, and Options for Women. These agencies provide critical services such as healthcare, mental health support, employment resources, public utility assistance, and other essential services that might otherwise be difficult for individuals and families to access. By bringing together this network of service providers, PCC ensures a wrap around approach to community support, where individuals receive not only immediate assistance but also guidance and connections that can help them achieve longer-term stability. This collaborative model amplifies the impact of each organization, leveraging their expertise and resources to maximize outreach and effectiveness, and ensures that participants at PCC events receive comprehensive support tailored to their unique needs.

For organizations that have been a United Way Community Impact Agency previously: How has your organization shown that your organization receives funding from United Way and partnered with the United Way organization?

n/a

If your organization previously has been a United Way Community Impact Agency, outside of receiving monthly financial support, how else has your organization benefited?

n/a

Organization Best Practices Questionnaire

Complete the following form answering questions relating to organization best practices. This information will not necessarily make an organization ineligible for status as a Community Impact Agency with United Way, but might result in the need for additional information for United Way.

PROGRAMS & MISSION:

Is your organization's mission statement able to be found prominently at your organization, on your organization's website, and on printed materials about your organization?

- ☐ Yes
- ☒ No
- ☐ Need more information

Does your organization ensure all programs of your organization align with the mission of the organization?

- ☒ Yes
- ☐ No
- ☐ Need more information

Does your organization have a strategic plan?

- ☐ Yes
- ☒ No
- ☐ Need more information

BOARD:

Does your organization have a board of directors that meets at least once a year to oversee the affairs of the organization?

- ☐ Yes
- ☒ No
- ☐ Need more information

Does your organization have a board of directors made up of a diverse group of people (age, gender, education, background, ethnicity, etc.)?

- ☐ Yes
- ☒ No
- ☐ Need more information

Does your organization have a process to recruit new board members?

- ☐ Yes
- ☒ No
- ☐ Need more information

Does your organization provide training to new board members?

- ☐ Yes
- ☒ No
- ☐ Need more information

Has your organization reviewed its bylaws in the last 12 months?

- ☐ Yes
- ☒ No
- ☐ Need more information

Does your board approve the annual budget?

- ☐ Yes
- ☒ No
- ☐ Need more information

Does your board review financial statements on at least a quarterly basis?

- ☒ Yes
- ☐ No
- ☐ Need more information

Does your board annually disclose conflicts of interest?

- ☐ Yes
- ☒ No
- ☐ Need more information

Does your organization maintain meeting minutes for all board meetings?

- ☐ Yes
- ☒ No
- ☐ Need more information

How frequently does your board meet?

Project Community Connect Planning committee meets at least once monthly.

Does your organization's bylaws include term limits for board members?

- ☐ Yes
- ☒ No
- ☐ Need more information

Do all of your organization's board members give financially to the organization, or if they are unable to give financially, do they volunteer their time to the organization?

- ☒ Yes
- ☐ No
- ☐ Need more information

EMPLOYER QUESTIONS:

If your organization has employees, do you have an employee handbook?

- ☐ Yes
- ☐ No
- ☐ Need more information
- ☒ N/A

If your organization has employees, are there up to date job descriptions for those employees?

- ☐ Yes
- ☐ No
- ☐ Need more information
- ☒ N/A

If your organization has an Executive Director, is that director evaluated on an annual basis by the board of directors?

- ☐ Yes
- ☐ No
- ☐ Need more information
- ☒ N/A

FINANCE & LEGALITY:

In the last year has there been any government agency led investigations of your organization?

- ☐ Yes
- ☒ No
- ☐ Need more information

Is your organization registered with the Secretary of State's Office and is that registration up to date?

- ☐ Yes
- ☐ No
- ☒ Need more information

Did your organization file the IRS Form 990, 990-EZ, or 990-N in a timely manner (within ten and a half months of your last fiscal year end)?

- ☐ Yes
- ☐ No
- ☒ Need more information

Was a copy of the IRS Form 990 provided to the organization's board of directors before it was filed?

- ☐ Yes
- ☐ No
- ☒ Need more information

Has your organization reviewed its policies and procedures in the last 12 months?

- ☐ Yes
- ☒ No
- ☐ Need more information

Does your organization have a financial policy in place to oversee the paying of invoices?

- ☒ Yes
- ☐ No
- ☐ Need more information

Does your organization have a policy in place to reimburse employees or volunteers for expenses?

- ☒ Yes
- ☐ No
- ☐ Need more information

Does your organization have a policy in place for receiving cash and making deposits?

- ☒ Yes
- ☐ No
- ☐ Need more information

How much does your organization have in operating reserves per your most recent financial statement?

n/a

How many months does that operating reserves equate to in regards to average monthly expenses?

n/a

Any details you want to share about your organization's operating reserves?

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File Uploads

Following are the required documents - United Way must receive ALL required documents by Saturday, February 15th in order to be eligible to become a Community Impact Agency.

NUMBER SERVED: Please submit your numbers served using THIS link:

[2026 Number of People Served at the Agency – Fill out form](#)

Number of Individuals Served - USE THIS LINK: [2026 Number of People Served at the Agency – Fill out form](#)

☒ Form Submitted

Organization Budget - Form found on Website or can use own format - Upload as Spreadsheet

 Organization Bud...

 Add file

Program/Project Budget (if applying for program/project dollars) - Form found on Website - Upload as Spreadsheet

 Add file

Most Recent IRS 990

 IRS 990 - Michel...

 Add file

Federal IRS Determination Letter - Not required for returning applicants

 501(c)(3) - Miche...

 Add file

For budgets over \$300,000 please upload your most recently completed audit.

 Add file

For budgets of \$20,000-\$300,000 please upload a Compilation Report prepared by a CPA (or bring a copy to the United Way Office if no full audit).

 Add file

For budgets under \$20,000, please upload most recent approved financial statement.

 Add file

Board Member Listing - Form Found on Website - Upload as Spreadsheet

 Board Member Li...

 Add file

Key Employee Listing - Form Found on Website - Upload as Spreadsheet

 Add file

Organization's most recent Annual Report (if applicable)

 Add file

Upload Agency's Bylaws - Required for new applicants, required for returning applicants if any changes have been made in past year.

 PCC Bylaws - Mi...

 Add file

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