

# Women in Action



## North Shore United Way

**YEAR 1 GOAL: \$40,000+ by Campaign Close (April 30, 2012)**

### *MISSION*

Women in Action recognizes and promotes women's giving and involvement in North Shore United Way communities. We support programs that encourage healthy eating and physical activity for underserved youth and their families.

### *WIA GOALS*

To address childhood obesity by promoting healthy eating, sound nutrition and physical activities for youth and their families in an integrated manner. To reach children and families in key places: school, home and child care centers, where people live, learn, work and play.

### *STRATEGIES*

- ◆ Expand underserved families' access to nutritious food
- ◆ Promote healthy nutrition programs geared toward children, youth and their families
- ◆ Support expansion of physical activity in child and youth programming
- ◆ Support families' capacity for healthy eating through increased knowledge of sound nutrition and meal preparation.
- ◆ Support agency collaborations to target programs that reach youth and families where they engage: child and after school programs, community youth centers, mobile markets, food pantries, etc.

### *PROCESS FOR 2012 GRANTS*

- ◆ Raise \$40,000 plus by April 30, 2012.
- ◆ NSUW distributes requests for proposal (April).
- ◆ Women in Action Grant Committee volunteers review grant proposals and make funding recommendations (May).
- ◆ NSUW Board of Directors vote on final funding recommendations and first year's grants are announced (June).