



United Way of
San Luis Obispo County



What's raised in SLO County stays in SLO County!

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NEWS RELEASE

FOR IMMEDIATE RELEASE

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MEDIA CONTACT

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United Way Announces Availability of the Innovation Award

San Luis Obispo, Calif.- United Way of San Luis Obispo County is announcing the return of the Innovation Award. Last awarded in 2005, the Innovation Award recognizes a local not-for-profit organization for creative approaches and programs that provide value to the SLO County community in the areas of education, income and health. The award recipient exhibits three inventive characteristics through its program offering and service delivery - lasting change, practical collaboration and internal transformation. One cash award in the amount of \$5,000 will be given.

This is the seventh year that United Way of SLO County will single out a particular program for additional funding. The Innovation Award is separate from United Way's annual Community Impact Fund grant awards. The Innovation Award's emphasis is on creative and effective approaches that achieve measurable results and utilize a variety of resources and partnerships within and outside of the nonprofit community. Nominees demonstrate an organizational ability to adapt to the changing conditions in our communities in order to meet critical social needs.

A description of the award criteria and a nomination form are now available online at www.unitedwayslo.org. The deadline for nominations is Friday, April 17 at 4:00 p.m. The award will be announced on or around June 1 and the recipient will be presented with the award at the United Way Annual Recognition Event on June 18. For more information, contact Charlene Rosales at (805) 541-1234 ext. 14 or crosales@unitedwayslo.org

For more information about United Way of SLO County, visit www.unitedwayslo.org or call (805) 541-1234.

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*This news release is available on the United Way of San Luis Obispo County website at
<http://www.unitedwayslo.org/News/index.html>*