

## IMPACT PRIORITIES

Organizations will no longer be asked to apply for individual programs in a single impact area. We understand that the root causes of many of the challenges faced in our communities are systemic, and the issues are interconnected. As a result, highly effective programs include strategies and services that are also interconnected and often reinforce each other, within organizations and as organizations collaborate with one another to address needs and maximize community impact.

## ECONOMIC MOBILITY

Economic mobility refers to the capacity for individuals, families, and communities to improve their financial well-being, move up the socioeconomic ladder and to achieve lasting, self-sufficiency. Access to resources such as education/training, employment opportunities, financial education, affordable housing, basic needs assistance, and supportive social services enable people to pursue upward mobility. Within this priority, UWGK works with partners to address systemic barriers to economic advancement and promotes policies and programs that create pathways to financial stability and success regardless of background or circumstance.

### Focus Areas:

- **Family Stability:** support for basic needs (clothing, shelter, utility, legal, and other assistance) for households at risk of or experiencing financial crisis
- **Workforce Development:** education, training, job skill development, and employment services
- **Financial Management:** debt reduction, budget and credit counseling, financial literacy and coaching, access to affordable financial products and services, homeownership resources

### Potential Indicators/Outputs:

- # of Individuals who complete job skills training
- # of Individuals who earn job-relevant licenses, certificates, and/or credentials
- # of Individuals who gain employment or increase wages/earnings
- # of Individuals who access or maintain affordable permanent housing
- # of Individuals who complete budget, credit, or homeownership courses or counseling
- # of Individuals accessing basic needs supports or emergency assistance
- # of Individuals who decrease debt or increase savings

### Community Outcomes:

- **Reduced Poverty:** Economic mobility efforts aim to lift people out of poverty by providing the resources and support they need to achieve financial stability and independence.
- **Improved Quality of Life:** As people move up the economic ladder, they often experience improvements in their overall well-being and improved family stability, including better access to healthcare, education, housing, social networks, and other essential services.
- **Community Development:** Strong economic mobility can lead to vibrant and thriving communities by fostering local economic growth, reducing inequality, and promoting social cohesion.
- **Inter-generational Mobility:** Economic mobility can have long-term effects across generations, with children of upwardly mobile parents having better opportunities for success and economic stability.
- **Reduced Income Inequality:** Efforts to promote economic mobility can help reduce income inequality by creating more equitable access to opportunities and resources for all members of society.

## EARLY CARE & EDUCATION

Early care and education are critical building blocks for a child's future success and overall well-being; consequently, we prioritize high-quality, affordable early childhood education and care services to support children's development from birth through their early years.

Access to high quality educational and enrichment experiences are likewise critical for academic proficiency, career readiness, and overall well-being for students in kindergarten through twelfth grade, and beyond. United Way sees early care and education as essential components of a community-based, comprehensive approach to promoting the health, development, and future success of children and families.

### Focus Areas:

- **Access to Affordable, High-Quality Childcare:** initiatives to launch or expand childcare capacity, improve the quality of existing programs, and provide financial assistance to families in need.
- **Childhood and Youth Development Programs:** programs that target early intervention, wraparound supports to provide for health, mental health and development services, evidence-based home visiting, and family support services.
- **Access to Out-of-School Programming and Enrichment Opportunities:** programs that provide high-quality, affordable out-of-school care and enrichment opportunities for PreK-12th grade students.

### Potential Indicators/Outputs:

- # of Children (0-5 years) enrolled in high-quality early childhood programs
- # of Children receiving literacy or numeracy supports
- # of Students receiving health, mental health, or developmental services or prevention supports
- # of Parents/Caregivers receiving information, resources, tools, training, referrals, or counseling services
- # of Students gaining knowledge or skills within high-quality out of school care and enrichment programs
- # of Staff trained to support safe, stable, nurturing environments for children, youth, and the adults that care for them

### Community Outcomes:

- **Improved School Readiness and Social Development:** Children who participate in high-quality early childhood education programs are more likely to enter school ready to learn. They may demonstrate better language and literacy skills, math skills, social-emotional skills, and cognitive abilities, setting a strong foundation for academic success.
- **Narrowed Achievement Gaps:** By providing all children with a strong educational foundation from an early age and providing academic supports and interventions, we aim to help mitigate disparities in academic achievement and longer-term outcomes in educational attainment.
- **Increased Caregiver Engagement:** To maximize effectiveness, early childhood and youth development programs often involve parents and caregivers in their children's learning and development. By providing support, resources, and education to families, we can help strengthen parent-child relationships, increase family involvement in education, and empower caregivers to support their children's holistic development.
- **Positive Health Outcomes:** Childhood and youth development initiatives contribute to improved physical and mental health outcomes for children by promoting healthy behaviors, strengthening social relationships, providing access to healthcare services, and addressing drivers of overall well-being.
- **Economic Benefits:** Investing in early childhood education and positive youth development yields long-term economic benefits for individuals and society as a whole. By equipping children with the skills they need to succeed academically and in the workforce, these initiatives can lead to higher earning potential, reduced reliance on social services, and increased economic productivity.

## HEALTHY COMMUNITIES

Healthy communities are places where all residents have equitable access to the resources and opportunities needed to thrive physically, mentally, and socially. Within this impact area, we prioritize collaborative efforts to address reduce risk factors, increase health promotion and prevention, and address root causes of health disparities. Healthy communities are characterized by strong social connections, safe environments, and accessible, quality healthcare services. UWGK has a systems focus in food security as a determinant of health and social connectedness, exploring its linkages to poverty and to overall well-being for both children and adults.

### Focus Areas:

- **Access to Mental Health Services and Social Connectedness:** development and expansion of programs that support health outreach, preventive care, and mental health services, including screening, education, counseling, therapy, support groups, crisis intervention, and treatment
- **Access to Affordable, Healthy Food:** a systems approach that encompasses food production, processing, distribution, consumption and waste and recovery, including food skills, food enterprise, and food systems planning and innovation.
- **Women's and Maternal Health:** access to prenatal and postpartum care, maternal education, maternal mental health, domestic violence prevention/intervention

### Potential Indicators/Outputs:

- # of Participants accessing mental health services
- # of Individuals served with access to affordable healthcare services and supports
- # of Individuals served through health outreach or health education efforts
- # of Individuals with increased food knowledge and skills
- # of Individuals provided access to affordable, nutritious, and culturally relevant food

### Community Outcomes:

- Increased access to healthcare services through increased collaboration among diverse stakeholders to address determinants of health
- Improved mental health outcomes, including increased awareness, access to resources and destigmatization of mental illness
- Increased self-reliance for individuals and communities to meet their food and health-related needs
- Enhanced, equitable food system ensuring food security for all
- Reduced rates of chronic disease and improved health outcomes
- Enhanced social support networks and community resilience to address health disparities and to promote overall well-being
- Greater utilization of community resources and programs to support healthy lifestyles, including fitness initiatives, the development of food knowledge and skills, chronic disease management prevention and education
- Empowerment of individuals and families to make informed decisions about their health and advocate for their needs within their communities