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| **COMMUNITY-WIDE GOALS & OUTCOMES** |
| **EDUCATION****Fostering Successful Children and Youth** | **INCOME****Promoting Financial Stability and Independence** |
| Outcome: **Early Childhood Education: Increase early learners’ ability to succeed in school and read well by grade 3.** United Way is seeking proposals from programs able to demonstrate a high level of impact in preparing children to enter kindergarten and succeed academically by grade 3. National, state and local data suggest that many children enter school without the necessary proficiency and skills appropriate for their age level. Communities that nurture children by providing parent/caregiver supports and have access to quality early childhood care and education will raise children who possess the commonly recognized school-ready skills, allowing them to start out with the greatest predictor of educational success. Outcome:**Youth Achievement: Increase youth access to and engagement in high-quality programming which promotes academic achievement.** United Way is seeking proposals from programs able to demonstrate a high level of impact in providing youth in grades K-12 with the necessary academic, social, and personal skills to succeed in school. Children who are able to read at grade level have the essential tools needed to excel in grade school, setting the stage for success in middle and high school. High school graduation is fundamental for advancement to higher education and to gain employment.  | Outcome:**Increase income**Financial stability can be achieved through a continuum of services available to increase income and reduce debt, beginning with improved money management and increased credit ratings, tax preparation assistance to claim tax credits, and providing better access to education and workforce opportunities to enhance job skills. Accessing the Earned Income Tax Credit is a proven step toward increasing income and reducing poverty. The cost of living in this region continues to outpace wage growth resulting in an increased number of employed people living in poverty without adequate income to make ends meet. Achieving financial stability allows people to move out of poverty and toward independence.Outcome: **Gain and sustain savings and assets**In addition to increasing income, building savings and assets is vital for the financial stability of lower-income people. The ability to develop a savings reserve ample to weather a typical emergency without the need to take out a payday loan is essential to maintaining financial stability. Developing a banking relationship by establishing checking and savings accounts reduces the reliance on high-cost check cashing and loan services. It also allows a family to set goals for building savings and eventually assets for higher education, business start-up, retirement, life insurance, reliable transportation or a home. Research conducted over the past decade demonstrates that asset ownership increases household stability, decreases economic strain, and decreases the likelihood that a household’s younger generation will live in poverty. |
| **HEALTH****Improving People’s Health** | **BASIC HUMAN SERVICES****Ensuring a Strong Network of Basic Human Services** |
| Outcome: **Increase access to physical, mental and dental services and benefits for uninsured and under-insured people**Increasing access to healthcare services and benefits means that people who are not receiving care for health problems become connected to insurance coverage and health care providers. Many working families are uninsured or under-insured because they do not receive healthcare benefits through employment; or they earn too much to qualify for public benefits yet not enough to pay for private insurance. Limited access to healthcare services and benefits compromises health status leading to increased school and work absence; and it can result in medical debt which drives many people into financial crisis. Good health allows children a better chance to stay on track in school and better equips adults to maintain and increase income through productive work.Outcome:**Increase access to activities that promote healthy behaviors and wellness.** **Focus areas include:*** **Nutrition & Access to Healthy Food**
* **Obesity Prevention & Active Living**

Based upon the 2015 Bridge to Health Survey, families living at 200% of poverty or less have a self-reported lower perceived health status, report higher rates of mental health problems, report a higher incidence of rarely to never getting the social and emotional support they need, have the highest obesity rates, eat less fruits and vegetables, exercise less, and often worry that food would run out. Good health allows children a better chance to stay on track in school and better equips adults to maintain and increase income through productive work. | Outcome: **Meet people’s emergency and transitional need for food, shelter, housing, safety and clothing**The community is facing several trends that increase the demand for basic human services: more chronically homeless people; more homeless families and children; increased cost of living; high percent of low paying jobs; economic decline; increase in the number of working people accessing basic services; and, increased mortgage foreclosures. Food shelf use has increased dramatically during the past decade, a significant portion of food shelf clients are part of a working family. The already-strained local network of basic human services faces the challenge of keeping pace with increased demand while seeking new sources of revenue to replace funding reductions. |