



United Way
of Douglas County

United Way Education Goal Talking Points—January 2012

Q1. What is different about Community Impact?

United Way mobilized community knowledge through surveys and focus groups and community data to identify measurable **Community Goals** to be accomplished within human services. We believe that by identifying and measuring Community Goals, we can significantly improve lives by addressing some of the challenges that keep our most vulnerable residents from being successful. The goals adopted are:

EDUCATION: Children & teens are successful in school

SELF SUFFICIENCY: People maintain steady jobs & financial stability

HEALTH: People of all ages have access to mental & physical health care

THE UNITED WAY REMAINS COMMITTED TO **SAFETY NET SERVICES** SUCH AS FOOD, SHELTER, RENT, UTILITIES AND CRISIS RESPONSE AS THEY IMPACT PROGRESS ON THE GOALS.

Q2. Why make the transformation?

Now, more than ever, nonprofit social services agencies need support as traditional funding sources decrease or disappear. In this changing environment, our local support system needs to think differently about how we address the human service needs of our community. A **united, collaborative effort with a common agenda** is required to solve complex problems, and United Way is uniquely positioned to support that effort.

Q3. How will United Way allocate funds to these goals?

Because of the large scope of this transformation, United Way is working with one goal at a time over the next 3 years. The United Way Board will direct **36% of non-designated funds** raised in the 2011-2012 campaign to the **Education Goal**. Remaining funds will be allocated to Community Partners addressing the goals of **Health and Self Sufficiency**, which include **Safety Net Services**.

To deliver services in each of these areas, the United Way Board has approved twenty-nine Community Partners who are eligible for funding. These Community Partners have been developing the plan and have self identified one or more Community Goals to address.

Q4. What are the dates for collaborative funding for each of these Community Goals?

2012: EDUCATION Goal
(2012—2014).

2013: SELF SUFFICIENCY Goal
(2013—2015).

2014: HEALTH Goal
(2014—2016).

Throughout the process, workgroups in each of these areas will review outcomes, adapt the plans, and engage partners who will help the community make progress on the goals. At the completion of each funding cycle, these United Way workgroups will assess progress toward the goal, reaffirm, or adjust the goal and continue to move ahead.

Q5. What are United Way's criteria for funding the 2012 Education Action Plans?

- Collaborative and coordinated for effective engagement of the community to create positive

systemic change

- High likelihood of success and sustainability
- Significant impact of number of people served & outcomes achieved
- Meet Education Goal program standards including:
 - Be accessible and culturally sensitive
 - Have quality, trained staff and volunteers working with youth
 - Be developmentally appropriate
 - Be evaluated and research-based with measureable program indicators
 - Focus on serving low-moderate income children and teens
 - Have program curriculum consistent with state curriculum standards

Q6. What is the structure of the Education Goal?

The Education Goal has initially identified three target indicators to measure progress towards meeting the goal:

Kindergarten Readiness as determined by DIBELS (*meets criteria-recommended for funding*). *Action Plan includes:*

Plan includes:

- Kansas Quality Rating Improvement Scale for 24 programs
- Quality, affordable child care
- Support for childcare providers
- Parent facilitator at targeted center

5th Grade Reading and Math Proficiency (*meets criteria-recommended for funding*). *Action plan includes:*

- Academically enriching afterschool programming
- Mentoring programs to provide social and emotional support
- Pilot Project providing family & student support at an eastside elementary school
- Training opportunities for volunteers working with children

High School Graduation (*Action Plan includes above activities but older youth action plan is still under development. United Way will continue to work with our community partners in this area to better understand what needs to happen to address this or other indicators leading to high school graduation.*)

Q7. What organizations have participated in the Education Goal?

Ballard Community Services
Big Brothers Big Sisters
Boy Scouts of America
Boys and Girls Club
Child Care Aware of NE & NC KS
Communities in Schools in Kansas
Dg Co AIDS Project
Dg Co CASA
Dg Co Child Development Assoc.

ECKAN
GaDuGi SafeCenter
Girl Scouts
Headquarters Counseling
Lawrence Arts Center
Lawrence Dg Co Health Department
Lawrence Public Schools
Kennedy Elementary
Lawrence Schools Foundation

Salvation Army
Student Financial Aid Services
Success by 6 Coalition of Dg Co
The Arc of Dg Co
KU School of Social Welfare
Van Go, Inc.
Willow Domestic Violence Center

Q8. If a Community Partner does not receive funding through the Education Goal, are they still eligible for United Way support? Yes! Community Partners will still receive funds designated to their organizations by United Way donors. They are also eligible to complete the application process under the Health and Self Sufficiency goals, which include funding for Safety Net Services.