

Issue-Focused Strategies Webinar

United Way of Whatcom County



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Issue-Focused Consultant



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A lighthouse on a rocky island at sunset. The lighthouse is a tall, tan-colored tower with a black top section and a small yellow flag. The sun is a bright orange circle on the horizon, casting a glow over the blue and teal waves of the ocean. The sky is a gradient of blue and purple.

Maximizing Your Impact, Resources, & Communication

Our mission and goal is to maximize the impact of every United Way, including yours, by providing consulting, planning, research, and ideas for you to seize your opportunities and address your challenges.

Elements of an Issue Focus

- Mission
- Issue
- Bold Goal
- Internal Measures of Success
- Impact/Investment Strategies
- Resource Development Strategies
- Marketing/Engagement Strategies
- Governance

Mission

Serving Whatcom County to unite community resources around a common cause that measurably improves lives.

Issue & Bold Goal

Families and individuals who struggle financially

Join us in lifting 10,000 households out of poverty by 2030

Internal Measures

- *Increase knowledge of the issue*
- *Increase total funding for the issue*
- *Engaging other community partners*

II Strategies & Methods



Issue-Focused Strategies & Methods

Impact/Investment

Convene Organizations Working on Your Issue

Bring together funded and non-funded organizations addressing your issue to align and coordinate efforts.

Methods:

Hold Summit

Broaden Partners

STOP Staff Participation in Non-Issue Committees

Invest in Programs That Change Your Issue

Fund or implement programs that will change your issue and achieve your bold goal.

Methods:

Use an Issue-Specific RFP

Use a Metric-Specific RFP

Use a Program RFP

Create an Initiative

Create a Collaborative

Implement Collective Impact

Transition Your Funding

STOP Using Categories

STOP Non-Issue Funding

STOP Entitlement Funding

Measure & Report Your Results

Measure and track your progress toward your bold goal, and report the results you are achieving addressing your issue.

Methods:

Communicate Results

STOP Partner Agency Results Reporting



**Convene
Organizations
Working on
Your Issue**

Convene Organizations Working on Your Issue

Bring together funded and non-funded organizations addressing your issue to align and coordinate efforts.

Why Convening Organizations Working on Your Issue is Essential

Your United Way cannot solve an issue by itself. It does not have the money, people, or time necessary to do so.

Hold Summit



Our event in November, "Moving Beyond Poverty: People, Possibilities, and Prosperity" raised awareness about poverty and the reality of people struggling to make ends meet. This second event in the Moving Beyond Poverty Series seeks to inspire and activate individuals by highlighting innovative partnerships and service delivery models to achieve systemic change.

Date: Tuesday, May 24, 2014

Time: 8:30 AM - 3:30 PM

Location: SPSCC Lacey Campus

Address: 4220 6th Ave SE, Lacey, WA 98503

Attend this event to:

- * Inspire Action: Hear from state and local organizations about partnerships and innovations for addressing poverty.
- * Connect Locally: Learn about promising practices happening in the South Sound.
- * Get Informed: Hear a legislative update and discuss how our community can work together to improve policies and funding to address poverty & working family issues.

Hold Summit

United Way of Snohomish County

LIVE UNITED



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Events

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**WORKING
BETTER
TOGETHER**

Second Community Summit on Poverty in Snohomish County

You are invited to join us on Wednesday, Nov. 18 for a full day dedicated to a key issue affecting our community—poverty—and how we can tackle it together. Join representatives from businesses, nonprofits, local government, health organizations, faith organizations and community members to explore how we can work together and create real solutions for our community.

We will identify existing work, learn from the data on poverty, strengthen the network of those addressing or affected by poverty-related issues and share specific ways that we can help make Snohomish County a better place for all.

Related Links

- Events Home
- Poverty Resource Library

Contact

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Executive Assistant
425.374.5517

Hold Summit

FREE! 1st Annual United Way of Central Virginia Community Engagement Education Summit

December 8 @ 9:00 am - 3:00 pm

FREE! 1st Annual United Way of Central Virginia Community Engagement Education Summit



Local
Government
Council



Workforce
Development
Board



Sponsored by Centra Foundation, Region 2000, and Successful Innovations, Inc.

Help United Way of Central Virginia (UWCV) move the needle towards their goal for Central Virginia of 90% Third Grade Reading Proficiency by 2025. The public is invited to this limited seating event! In the morning, nationally-recognized speakers will address the key issues facing our young children and their families today, and how we as a community can begin to help them work on entering school ready to learn and succeed. In the afternoon, attendees will be able to work in focus groups with Subject Matter Experts and Facilitators with a goal of completing the beginnings of a Community Solutions Action Plan (CSAP) for Education Readiness in Central Virginia. After the Summit is over, with the facilitation of UWCV, over the next year, select members of these focus groups will continue to work on the CSAP to impact several indicators and generate tangible outcomes, with an objective of presenting work to city, county, and state government, policymakers, educators and school administration on a quarterly basis and to the broader community at the next annual Summit.

Broaden Partners



OUR ROADMAP MISSION

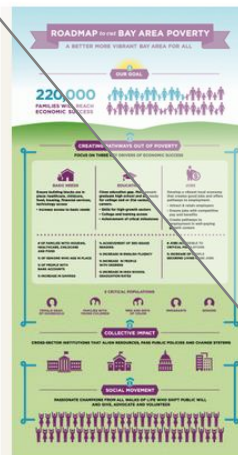
Historically, we have set ambitious goals for fighting poverty in the Bay Area. We recognize that these goals can only be achieved by coming together with like-minded partners committed to the effort. The path to achieving our goals focuses on three key economic drivers: Jobs, Education, and Basic Needs.

Poverty is a complex issue that requires a complex solution, but thanks to the esteemed partners who have joined the **Roadmap to Cut Poverty**, we are closer today than we have ever been to breaking the cycle.

While this effort is ongoing, the work has already begun! Innovative partnerships are already at work throughout the Bay Area.

ROADMAP PARTNERS

Alameda County Central Labor Council
 Alameda County Health Care Services Agency
 Alameda County Social Services Agency
 Allen Temple Baptist Church
 American Canyon Family Resource Center
 Bay Area Council Economic Institute
 Bay Area Legal Aid
 Benicia City Government
 Berkeley Food and Housing Project
 Bernal Heights Neighborhood Center
 Bi National Health Alliance of Napa County
 Brighter Beginnings
 Building Futures with Women and Children
 Building Skills Partnership
 Barbara Lee, Member of Congress
 California Alliance for Retired Americans



[DOWNLOAD THE ROADMAP HERE](#)

ROADMAP STEERING COUNCIL

Ann Mathieson, Marin Community Foundation

ROADMAP PARTNERS

- Alameda County Central Labor Council
- Alameda County Health Care Services Agency
- Alameda County Social Services Agency
- Allen Temple Baptist Church
- American Canyon Family Resource Center
- Bay Area Council Economic Institute
- Bay Area Legal Aid
- Benicia City Government
- Berkeley Food and Housing Project
- Bernal Heights Neighborhood Center
- Bi National Health Alliance of Napa County
- Brighter Beginnings
- Building Futures with Women and Children
- Building Skills Partnership
- Barbara Lee, Member of Congress
- California Alliance for Retired Americans
- California Child Care Resource and Referral Network
- California School Health Centers Association
- Catholic Charities CYO San Francisco
- Catholic Charities of the East Bay
- Catholic Charities Santa Rosa
- Children Now
- Children's Network of Solano County
- Children's Nurturing Project
- Treasurer of the City & County of San Francisco
- City of Fairfield
- Clear Channel Communications
- Coalition for Community Schools
- Community Action Partnership Solano
- Community Child Care Council (4C's) of Alameda County
- Community Living Campaign
- Contra Costa Central Labor Council
- Contra Costa County Department of Employment and Human Services
- Contra Costa Crisis Center
- Contra Costa Family Economic Security Partnership
- Contra Costa Safety Net Task Force
- Davis Street Family Resource Center
- East Bay Leadership Council (formerly Contra Costa Council)
- East Oakland Community Project
- Eden I&R
- EveryOne Home
- Fairfield-Suisun Unified School District
- Fighting Back Partnership
- Financial Fitness Clinic SF General Hospital
- First 5 Alameda
- First 5 Contra Costa
- First 5 Marin
- First 5 Solano
- Food Bank of Contra Costa and Solano
- Fremont Family Resource Center
- Global Center for Success
- Goodwill Industries of San Francisco, San Mateo, and Marin
- The Greenlining Institute
- Homebase – The Center for Common Concerns
- Invision Shelter Network
- Jewish Community Relations Council
- John Gioia, Supervisor, Contra Costa County
- Larkin Street Youth Services
- Lavender Youth Recreation & Info Center

Broaden Partners



United Way
of East Central Iowa

2-1-1

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COLLABORATIVE PARTNERS

[HOME](#) > [WHAT WE DO](#) > [OUR PARTNERS](#) > COLLABORATIVE PARTNERS

OUR PARTNERS

United Way of East Central Iowa and collaborative community partners strive to understand root causes of the issues people in our community face. Through these partnerships, diverse voices enable us to create more innovative solutions and better use our resources to help meet more needs.

Our collaborative partners listed below volunteer to build a better community by serving on committees, solutions teams, boards, advisory teams, review teams, and many more.

Some of our partners include:

- 6th Judicial District–Juvenile Court Services
- Blue Zones
- Catholic Charities
- Cedar Rapids Community School District
- Cedar Rapids Police Department
- Cedar Rapids Public Library

IN THIS SECTION

[Organized Labor and United Way](#)



- Staff Participation in Non-Issue Committees

**Do you have any
questions about
convening
organizations?**



A close-up photograph of a hand in a white sleeve dropping a coin into the top of a bright pink piggy bank. The piggy bank is shaped like a pig's head and has a coin slot on its back. The background is plain white.

Invest in Programs That Change Your Issue

Invest in Programs That Change Your Issue

*Fund or implement programs that will
change your issue and achieve your
bold goal.*

Why Investing in Programs That Change Your Issue is Essential

If your United Way only invests in programs that help people, you will not change your issue in your community. If your United Way continues funding current programs, and does not identify programs that will change your issue, you will never achieve your bold goal.

Use an Issue-Specific RFP

Orange County United Way Childhood Obesity Prevention Request for Proposals

Introduction

Orange County United Way is accepting proposals for funding that align with the Health Goal of Orange County United Way's 10-Year Strategic Plan to increase by 1/3 the number of healthy youth in Orange County, as measured by childhood obesity rates - cutting childhood obesity from 34.5% to 20%.

In Orange County and elsewhere, many children spend less time exercising and often, working lower income families do not have access to nutritious food choices. Improved standards of health lead not only to greater life expectancies, but also to increased economic productivity and output. Even minor illnesses can be a major financial burden for people in our community—and health problems in our youth lead to school absences, which is an early predictor for dropping out of high school. **Childhood Obesity Prevention** grants are intended to support programs with a demonstrated capacity to implement proven and/or promising practices to reduce and prevent childhood obesity in our community.

This Request for Proposals (RFP) is open and competitive to 501(c)(3)'s, public nonprofit organizations, cities, schools, and community business organizations.

Application Requirements

- 1) The organization and program demonstrate the capacity to implement proven and/or promising practices to institute successful childhood obesity prevention programs and models, with a clearly defined target population identified based on existing childhood obesity rates.

Use a Metric-Specific RFP

Strategy Direction

United Way of Greater Topeka seeks to support evidence-based approaches that increase reading and math achievement through specialized tutoring provided by licensed or certified staff for at risk children in the target population. *The overarching ten-year goal focused around On-Grade Achievement is that by 2021, 81% of low socioeconomic status children will be on grade level in reading and math.*

Required Outcomes

Initial

- Decrease chronic absence among participating students.
- Decrease school behavior referrals among participating students.
- Improve students' attitude towards reading and math.

Intermediate

- Increase the number of students who are performing at or above grade level in reading.
- Increase the number of students who are performing at or above grade level in math.

Use a Program RFP



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**United Way
of St. Clair County**

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GRANT OPPORTUNITY

Interviewing for Success RFP

Application Guidelines

The United Way of St. Clair County is requesting proposals for a training program to benefit low-income women from 25 – 60 years of age who reside in St. Clair County. Grant funding is for programs 6 weeks in duration and must be completed by April 1, 2016.

Purpose

These grants are intended to train women in the skills needed to successfully obtain or enhance employment through preparing an appropriate resume, learning interview skills, and learning how to dress and present themselves for a workplace interview.



GIVE



NEWSLETTER



VOLUNTEER

FIND US ON



Create an Initiative



Workshops & Resources
for Happy, Healthy
Marriages

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BUILDING Better Marriages WEEKLY WORKSHOPS



Welcome to MMJ

No matter where you are in life, there is always something you can do as a couple to strengthen your relationship. So come on in, explore the site. [Click here](#) to find out! Find out why Marriage Matters!



What We Do

What do we do at Marriage Matters Jackson? What is Marriage Education?



What's Available

From our latest [events and workshops](#), to online resources, like a list of area [marriage counselors](#)... you can access all kinds of tools right here online.

What's up next...

[Building Better Marriages 2015-2016](#)

01 Jul 2015 8:00 PM (EDT) • BBM workshops run year round at ALL locations (Jackson, Hillsdale and Lenawee counties).

[Start Your Engines Fundraising Dinner & Auction](#)

20 May 2016 6:00 PM (EDT) • Michigan International Speedway Champions Club

[Golden Anniversary Celebration](#)

25 Jun 2016 2:00 PM (EDT) • Ye Ole Carriage Shop

For marriage tips & events

SIGN UP

to join our mailing list

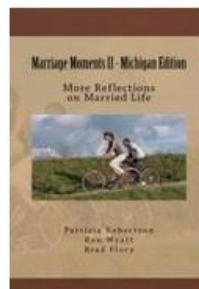
Shop at AmazonSmile

and Amazon will make a donation to:

Marriage Matters Jackson

Get started

amazon smile



Marriage Moments II

She's been at it again! One of MMJ's own board members has just released *Marriage Moments II*, a compilation of reflections on married life. This time, she's teamed up with two other local artists and infused thoughts on favorite places around Michigan.

All proceeds benefit Marriage Matters Jackson. [Order your copy here!](#)

So, why does
Marriage
Matter?

Create a Collaborative

United Way of
Greater Lorain County



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Community Impact

[Impact Areas](#)

Community Collaboratives

[Common VIEW](#)

[KEY](#)

[North Ridgeville Heart & Sole
Challenge](#)

[Oberlin Kids](#)

[UCAN](#)

[YES Zone](#)

[Common Good Forecaster](#)

[Collaborative Proposal
Documents](#)

[Legacy Programs](#)

[Partner Agency Portal](#)

Community Collaboratives

United Way of Greater Lorain County organizes and supports Community Collaboratives that help working families in poverty advance their education, income, health and basic needs.

We've heard from our community that managing problems with quick fixes is not enough, we need to focus our efforts towards achieving long-term, sustainable results that get to the root causes of problems, eventually eliminating the need altogether.

It is our belief that organizations that coordinate their efforts and work together around a clearly defined goal achieve the greatest results, through what is known as **Collective Impact**. Collective Impact is the commitment of a group of actors from different sectors to a common agenda for solving a complex social problem.

To achieve Collective Impact, there needs to be an understanding that social problems, and their solutions, arise from the interaction of many organizations within a larger system. Important partners in this model include those in government, civil/non-profit society, and the business sector. Progress depends on working toward the same goal, measuring the same things and learning from each other.

With this understanding, **Impact Advisory Councils** were formed to conduct thorough research and help identify the areas of greatest need and potential in Greater Lorain County. These findings led to the declaration of our **targeted outcomes**. These are long-term goals for our community that will further guide our work going forward.

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Create a Collaborative

United Way of
Greater Lorain County



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Community Impact

[Impact Areas](#)

Community Collaboratives

[Common VIEW](#)

[KEY](#)

[North Ridgeville Heart & Sole
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[Collaborative Proposal
Documents](#)

[Legacy Programs](#)

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United Community Assistance Network (UCAN)

UCAN relies on the strength of nine partners to provide residents of Greater Lorain County with year-round access to emergency financial assistance for rent, utilities, or other emergency basic needs at a single site geographically located in their neighborhood of residence. Each zip code in Greater Lorain County is covered through this collaboration. The client-driven approach includes case management, benefits screening, and access to additional emergency resources.

Through this collaborative, UCAN's partners utilize a common intake system, so when an individual fills out a form at one agency, they're automatically in the system at the others in case a future need arises. UCAN also allows for shared resources so that there can be a central pool of emergency assistance funds available to all partners. If an individual or family in crisis stops into one of the partners and needs more assistance than that agency can provide with their own resources, the case manager can access the shared resources to get the client the additional assistance that is needed. This new system makes it possible for everyone who needs help to receive the appropriate assistance at the point of contact, and the presence of a case manager helps return the individual or family to financial stability.

UCAN is made possible by the following partners:

- Catholic Charities
- Lorain County Office on Aging
- Neighborhood Alliance
- North Ridgeville Community Care
- Oberlin Community Services
- Salvation Army (Elyria, Lorain, Oberlin, Vermilion)
- United Way of Greater Lorain County

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Implement Collective Impact



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→ Promise Partnerships

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Community Schools

Promise Partners align strategies and deliver programs at Neighborhood Centers and Community Schools.

A community school is both a place and a set of partnerships between the school and other community resources. Its integrated focus on academics, health and social services, youth and community development, and community engagement leads to improved student learning, stronger families, and healthier communities.

Transition Your Funding

The Columbus Dispatch

United Way rolls out new plan to direct money toward reducing poverty in central Ohio

Now that the United Way of Central Ohio is focused on a “singular goal” of reducing poverty, the agency is again changing the way it directs money and support to its mission.

By Rita Price, The Columbus Dispatch

Now that the United Way of Central Ohio is focused on a “singular goal” of reducing poverty, the agency is again changing the way it directs money and support to its mission.

The transformation marks the latest and possibly biggest step yet away from the old community-chest model had guided the United Way for generations.

“It’s a whole new approach,” spokesman Kermit Whitfield said.

The blueprint for next year, approved by the agency’s Board of Trustees last week, still will include funding for several member-agency programs that aim to help people stabilize their lives and move out of poverty.

Because the change is hitting some longtime member agencies hard, the United Way also is providing a total of \$627,000 in transition funding to six agencies so they don’t lose large chunks of their budget at once. The transition money ranges from a high of \$242,000 for Central Community House to \$20,000 for the Columbus Literacy Council.



- Using Categories
- Non-Issue Funding
- Entitlement Funding

**Do you have any
questions about
investing in
programs?**



Measure & Report Your Results



Measure & Report Your Results

Measure and track your progress toward your bold goal, and report the results you are achieving addressing your issue.

Why Measuring & Reporting Your Results is Essential

If your United Way does not measure progress toward your bold goal, donors and funders will not support your efforts long-term.

Communicate Results

PROGRESS TOWARD THE BIG GOAL

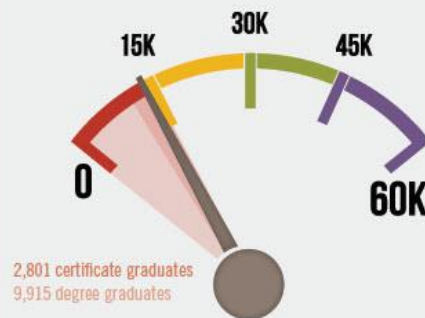


In January 2013, co-chairs Kathie Winograd and Jim Hinton led the Vision Council in signing the Central New Mexico Education Compact. This foundational document formalized what they called an “audacious” goal:

60,000 new graduates with degrees and certificates in central New Mexico by 2020.

That pivotal commitment by a cross-sector group of leaders marked a new way of thinking about change. No single organization can create such large-scale change by itself. Rather we understand that many factors contribute to population-level change—that moving the needle on hard-to-move outcomes will only be achieved through the collective impact of many partners.

NEW GRADUATES SINCE 2010



12,716

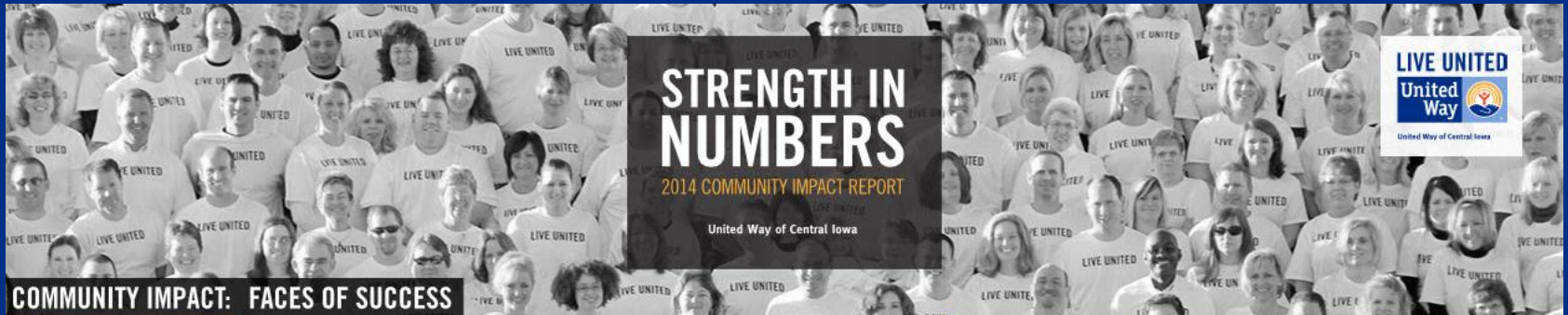
**new graduates with degrees and certificates
(2010-2014)**

As of 2014, the most recent year for which we have data, educational attainment in our central New Mexico community is up 12,716 graduates compared to our 2010 baseline. At this rate, we are not on track to reach the goal. Accelerating our progress is essential. For an explanation of our methodology, see page 25.



Note: Our numbers reflect only *new* college graduates, meaning only the number of graduates *above* our 2010 baseline.

Communicate Results



COMMUNITY IMPACT: FACES OF SUCCESS



José Academic Support Lab

José left school to take a job framing houses to support his family but knew he wanted to graduate. He started in the United Way-supported Academic Support Lab (ASL) at age 19, needing to earn about a year's worth of high school credits. At the ASL, José benefited from the work-at-your-own-pace structure and made good progress. At age 20, he's finishing his last few credits and plans to graduate from high school in 2014.

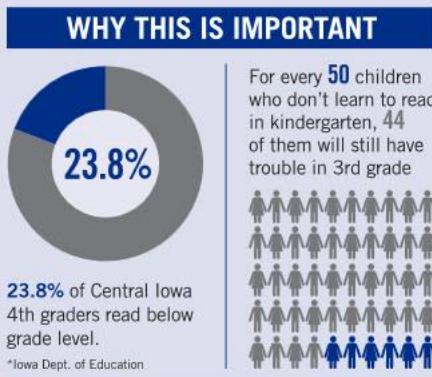
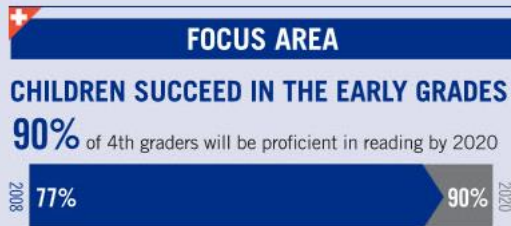
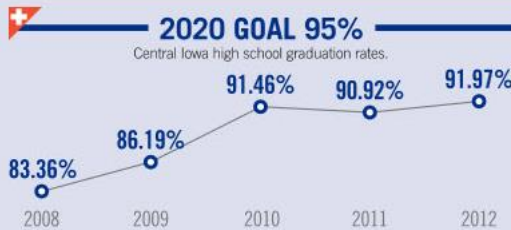


EDUCATION

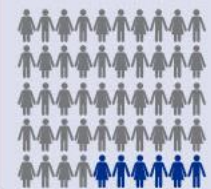
GOAL FOR 2020

Increase the percentage of central Iowa students who graduate from high school to 95% by 2020.

 EXPAND SECTION



For every 50 children who don't learn to read in kindergarten, 44 of them will still have trouble in 3rd grade



Low grades and absenteeism rates by 3rd grade are strong predictors of high school dropouts
*United Way Worldwide

PROGRESS: UNITED WAY INVESTMENTS IN ACTION

- 2,300+** children participated in United Way-supported early learning environments
- 5,342** elementary and middle school students participated in after-school programs to improve learning outcomes
- 4,807** students re-engaged in high school, working toward graduation, as a result of United Way-funded programs

Communicate Results

52% of local third graders are struggling with reading.



WE NEED YOU.

Education is a key building block for a good life.

But this problem is too big for any one nonprofit to solve – we need everyone on board. Together we can change the odds and improve people's lives. And when we strengthen one person, we strengthen the whole community.

OUR GOAL

Every student in our region will read at grade level by fourth grade and graduate from high school.

THE CHALLENGE

Kids who don't read at grade level by the end of 3rd grade are 70% more likely to drop out of high school. Right now, 52% of local third graders don't score proficient on the STAR Test, which looks at how well schools and students are performing. 32% of local teens don't graduate high school.

HELP KIDS GRADUATE FROM HIGH SCHOOL.

United Way's STAR Readers project helps kids read at grade level as early as possible so they graduate from high school. We're working with schools to locate K-3 students with significant reading challenges and help them read at grade level by the time they take the STAR Test.

- 1:1 help and small groups with fun hands-on activities that reinforce what they're learning in school
- Family reading activities that create home literacy environments



"Reading is important because you get to learn about animals, plants, presidents and stuff that's real, not just imaginary. It feels awesome to tell people something they didn't know. Reading is fun!"

— RYLEIGH,
age 6, STAR Reader
► Member,
LIVE UNITED Movement

WE'RE GETTING
GREAT RESULTS



42% of the
663 STAR Readers
are now reading
at grade level.

JOIN THE MOVEMENT.

When you invest in United Way's LIVE UNITED movement through your donations and your volunteer work, you join hands with our partners – nonprofits, companies, government bodies, volunteers and donors – to rebuild our community and give every person the building blocks for a good life.



United Way
California Capital Region

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t @unitedwayccr

Communicate Results



Thank you from Marva, Dawn, and Matthew,

who are enjoying the comfort and warmth of a home this Thanksgiving because of you.

Your generosity is leading the way home for thousands of individuals this holiday season.

From our families to yours,

Happy Thanksgiving



launitedway

FOLLOW

32 likes

35w

launitedway May our hearts be filled with thanks and giving! Wishing everyone an early Happy #Thanksgiving from our @LAunitedway family to yours! #HappyThanksgiving #United4LA #United4Vets

Log in to like or comment.





- Partner Agency Results Reporting

**Do you have any
questions about
measuring and
reporting your
results?**





**Align Your
Campaign
Efforts**

Align Your Campaign Efforts

Transform your workplace campaign efforts, allowing your donors to give to address your issue.

Why Aligning Your Campaign Efforts is Essential

If your United Way publicizes a campaign goal and celebrates campaign kickoffs, donors will not see your United Way as anything but a fundraiser.

And Now a Word About Workplace Campaigns

- Year-round campaign – no “season”
- Replace campaign goal with issue goal
- No kickoff/celebration for your fundraising goal
- Ask donors to contribute to United Way rather than partner agencies

Hold Year-Round Campaigns



GIVE.
ADVOCATE.
VOLUNTEER.

Attachment B: Your Workforce Campaign

This attachment recaps the provided information and will serve as the foundation of the MOU. Please complete the appropriate blanks and check all relevant boxes before signing.

Timeline

- Our company will host a year round workplace campaign beginning on ___/___/___.
- Our major fundraising period will begin on ___/___/___ and will end on ___/___/___.

Campaign Processor

- Our company will use the online pledge tool, Eway, hosted by Mile High United Way and may also offer paper pledge forms to employees who do not have computer access.
- Our company will only use paper pledge forms.
- Our company's campaign will be managed by a different United Way (please name): _____ and the primary contact is (please name): _____.
- Our company will use a third party giving tool (name): _____.

Rollover Campaign Details

Our company has previously run a workplace campaign in partnership with Mile High United Way and will rollover employee pledges from the past campaign year into the new campaign year.

- Yes, we will rollover employee pledges.
- No, we will not rollover employee pledges.
- The above statement is not applicable. We are a new workforce campaign partner.

Payroll Deduction Remittance

Our company will remit payroll deductions to Mile High United Way:

- Weekly
- Quarterly
- Monthly
- Annually

Replace Campaign Goal



LIVE UNITED

United Way
of Wayne & Holmes Counties

A central graphic with a blue background. At the top left, the number "10,000" is written in large, bold, blue 3D-style font. To its right, a blue arrow points upwards and to the right. Below the number, the text "OUT of POVERTY" is written in white, with "OUT" in a larger font. Below this, a row of colorful silhouettes (red, yellow, blue) depicts various people, including a person with a cane, a person in a wheelchair, and a child. To the right of the silhouettes, the word "by" is written in a small, white, cursive font, followed by the year "2025" in large, bold, yellow font. In the top right corner of the graphic, the United Way logo and the text "United Way of Wayne & Holmes Counties" are repeated in a smaller size. The entire graphic is enclosed in a red rectangular border.

DONATE

2-1-1 GET HELP

Get Involved

Poverty is everyone's issue. It takes all of us working together on a common agenda. It takes you. Join us.

Replace Campaign Goal



United Way of Anchorage

May 7

GRADUATION CELEBRATION! For graduates young and old - we salute you all! Join us to honor all the graduates and celebrate the achievement of hitting the half way mark towards our goal of 90% graduation rate by 2020!

The
90 PERCENT by 2020
community partnership invites you to a

GRADUATION CELEBRATION!

We are halfway to our goal of a
90% high school graduation rate...
from 59% in 2005 to 76% in 2013!

Saturday, May 10
11 a.m.- 12:30 p.m.
Loussac Library Lawn
3600 Denali St.

Join us as we honor and thank:
All graduates, especially the high school Class of 2014
Families and educators
School Business Partners
Community organizations and education advocates
Our future graduates

Festivities kick off at 11:15 a.m. with a brief welcome and opening remarks followed by a cupcake toast, live music and kids' activities including a bubble booth, graduation station and balloon creations.

Need more info? Visit 90by2020.org



- Campaign
Kickoff/Celebration
- Designations
- Using Thermometers

**Do you have any
questions about
aligning your
campaign efforts?**



**Obtain Additional
Resources**



Obtain Additional Resources

Identify and secure diversified resources, such as private, community, and government grants, and corporate sponsorships, to fund your investments that address your issue.

Why Obtaining Additional Resources is Essential

If your United Way does not actively pursue additional resources, you will not achieve the greatest impact addressing your issue or bold goal.

Offer an Alternative Giving Opportunity



United Way
of Greater Los Angeles



UNITED WAY
**HOME
WALK**
2 · 0 · 1 · 4

Double your dollars; double your impact. Fundraise or donate \$100 or more and we will match it. Together, we can end homelessness!

[About HomeWalk](#) • [Contact](#)

[Sign-In](#)

[Event Info](#) • [Mission](#) • [Fundraise](#) • [Incentives](#) • [Sponsor](#)

[Register](#)

[Donate](#)

[Volunteer](#)

Every voice and every dollar counts.

Elise Buik, UWGLA President and CEO, urged HomeWalkers to help the most vulnerable members of our community. [Find out how.](#)



TOGETHER
FOR [GOOD]



ABOUT

OUR WORK

GET INVOLVED

FOR COMPANIES

FOR NON PROFITS

DONATE

Moms We're Honoring

Kate Webb · Sonya Nicely · Celestina Martinez · Elizabeth Mahedy-Burkle · Grandma |



Give some love to moms you know
and support to moms you don't.



Choose a card for the moms in your life,
then add your personalized message below...

Offer an Alternative Giving Opportunity



United Way of the Bay Area

April 21 at 5:06pm · 🌐

Five years ago, Loretta was homeless, living in a car with her son. With our help, she's now in a 3-bedroom house, working a full-time job, and starting college in August. Find out how for only \$5 you can help moms like Loretta, while also celebrating your own.



Only \$5 to thank a mom while helping another.

#MothersDay2016

LWBA.ORG

Offer an Alternative Giving Opportunity



OC United Way @UNITEDWAYOC · 22h

We're helping OC kids improve their reading skills. Give \$15 to buy THREE #BOOKS4OCKIDS. bit.ly/books4ockids



I like to read.
Please donate \$15
and help me get
my next 3 books.

Text BOOKS4OCKIDS to 41444
Or go to bit.ly/books4ockids

#BOOKS4OCKIDS
#GivingTuesday

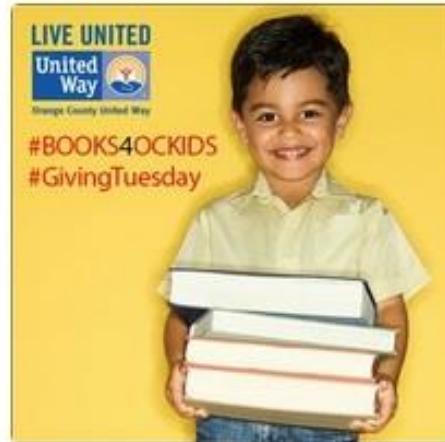


24 Nov. 2015 · Details



OC United Way @UNITEDWAYOC · 20h

Join us to give \$15 to buy 3 books for local kids in need. #EarlyLiteracy #BOOKS4OCKIDS. bit.ly/books4ockids



#BOOKS4OCKIDS
#GivingTuesday

I am only getting started.

Will you help me get my next book to read?

Please donate \$15 to buy 3 books!

Text BOOKS4OCKIDS to 41444
Or go to bit.ly/books4ockids

12:32 PM - 24 Nov 2015 · Details



Obtain Corporate Sponsorships

United Way
of the Wabash Valley

LIVE UNITED 

[Home](#) [About Us](#) [News & Events](#) [Campaign](#) [Leadership Giving](#) [Community Impact](#) [Our Partners](#) [Programs](#)

Mobile Market

Terre Haute area residents have a new way to shop for fresh fruit and vegetables as the Wabash Valley Mobile Market (WVMM) now makes weekly stops in designated locations.

Our intent is to make an impact on obesity and other diet-related chronic conditions in the community by approaching it through a healthy eating plan. Customers served in the first fully operational year of service (beginning October 1, 2013) will hopefully indicate a 50 percent increase in their daily consumption of fresh fruit and vegetables than before the WVMM was available to them. The WVMM will increase the availability of fresh fruit and vegetables to customers by reducing the distance to fresh produce by 75 percent.

A pickup truck pulls an 18-foot trailer to each location. Patrons can step through the back door and work their way to the front and check out. Prices are very competitive.

The mobile market is funded in part by a grant obtained through the Indiana Association of United Ways along with area sponsors. Major sponsors are Union Hospital, the Vigo County Health Department, Regional Hospital, Indiana State University, Clabber Girl, Westminster Village and the Wabash Valley Community Foundation.

When and Where?

The Mobile Market stops weekly at several locations. These locations are where individuals and families find it challenging to maintain healthy eating habits due to lack of access to fresh fruits and vegetables. To find out exactly when and where the Mobile Market will be, check out the schedule above our sponsors (to the right of this article).

What is the Wabash Valley Mobile Market?

A traveling produce market that brings fresh fruits and vegetables to neighborhoods in and around Terre Haute.

The Wabash Valley Mobile Market provides people, especially in low income neighborhoods, access to fresh and healthy food. Through a designated mobile grocery store route, community residents enter a portable trailer filled with such goods and make purchases.



Wabash Valley Mobile Market

[Winter 2015 Mobile Market Schedule](#)

Sponsors

*A Project of the
United Way of the Wabash Valley*

In Cooperation with



**Vigo County
Health Department**



**CLABBER
GIRL**



Seek Grants

Greality: United Way of Weld County receives grants to help licensed child care providers

Staff reports

August 9, 2016

United Way of Weld County's Promises for Children was awarded \$357,647 in federal grants to support licensed child care providers, according to a press release Aug. 3.

Promises for Children runs programs for children to support brain development in children under 8 years old.

United Way intends to use the grants to benefit the Child Care Development Fund, the School Readiness Quality Improvement Program, Colorado Child Assistance Program and Race to the Top. Through this, the grants will increase quality licensed child care, counseling and more for this fiscal year.

The release said there are about 300 licensed child care providers in Weld County. In order to access grant funds, providers must go to <http://www.coloradoshines.com> (<http://www.coloradoshines.com>) and complete an application for funding.

The mission of the United Way of Weld County is to improve lives by mobilizing the caring power of our community through emphasis on education, financial stability and health.

Hold an Issue-Focused Event


United Way of Tri-County

[ABOUT US](#) [OUR WORK](#) [CAMPAIGN](#) [VOLUNTEER CENTER](#) [NEWS & EVENTS](#) [PHOTOS & VIDEOS](#) [BLOG](#)

Flashback to End Hunger

[GIVE.](#) [ADVOCATE.](#) [VOLUNTEER.](#)

Events

Flashback to End Hunger

Newsletters

Massachusetts Statewide Disaster Relief Fund

Press Releases



FLASHBACK TO END HUNGER
70s 80s 90s

United Way of Tri-County

FRIDAY, OCTOBER 23 8:00 PM - MIDNIGHT
SHERATON FRAMINGHAM
1657 WORCESTER RD, FRAMINGHAM, MA

FEATURING LIVE PERFORMANCE BY AQUANETT



DJ PLAYING FAVORITE DANCE HITS OF THE 70's, 80's AND 90's

PHOTO BOOTH TAKE HOME SOUVENIER PHOTO
PASSED HORS D'OEUVRES MEAT & CHEESE BOARDS CASH BAR
CONTESTS & PRIZES MUSIC & FUN!

All proceeds to benefit the food pantries of the United Way of Tri-County; Framingham, Marlborough & Clinton.

Sponsored By:

OPEN YOUR HEART. LEND YOUR MUSCLE. JOIN THE MOVEMENT. SIGN UP FOR OUR NEWSLETTER.

Get Email Updates 

Privacy by  SafeSubscribeSM

Shop at AmazonSmile

and Amazon will make a donation to: United Way of Tri-County

[Get Started](#)

amazon smile
You shop. Amazon gives.

70's 80's & 90's Mix Tape



ENTER TO WIN! HELP US PICK THE PLAYLIST!





70s, 80s & 90s Mix Tape

Come on admit it. You LOVE these songs!


Give us your 5 favorite 70's, 80's & 90's songs and if they make it onto our Mix Tape Playlist you could win one of these great shirts!




UW of Tri-County
@UWofTC





On October 23rd come and party for a good cause at the @FramingSheraton! uwotc.org/flashback #FlashbackUWTC



ONE TICKET TO FLASHBACK TO END HUNGER

GETS 5 BAGS OF GROCERIES FOR SOMEONE IN NEED



RETWEET 1 

12:20 PM - 13 Oct 2015

Framingham, MA

Reply to @UWofTC @FramingSheraton

Hold an Issue-Focused Event

Tee Up for Kids in Poverty on May 16th

The 1st Annual Charity Fundraiser Golf Tournament will take place at the Springdale Country Club on Monday, May 16th. Proceeds from the tournament will benefit United Way of Northwest Arkansas and the work being done to provide a pathway out of poverty for kids in Northwest Arkansas. Nearly a quarter of children in Northwest Arkansas under the age of 18 live in poverty – that's 26,000 children. The implications of one in four children growing up in poverty in our community are significant and require our collective attention. Register your teams to participate in the 4 man scramble and "tee up for kids in poverty". Email info@unitedwaynwa.org for more information.

[LEARN MORE](#)

THE 1ST ANNUAL CHARITY FUNDRAISER
Golf Tournament
at the Springdale Country Club

SAVE *the* DATE • MAY 16, 2016

..... *Benefitting*

UNITED WAY OF NORTHWEST ARKANSAS

..... BUILDING A PATHWAY OUT OF POVERTY FOR KIDS

.....

4 MAN SCRAMBLE • \$1,000 ENTRY FEE • AM/PM FLIGHTS AVAILABLE

PRE-EVENT SUNDAY EVENING RECEPTION & SILENT AUCTION

BE LOOKING FOR SPONSORSHIP OPPORTUNITIES & REGISTRATION FORMS

CONTACT SHANE_ACOSTA@CARGILL.COM WITH QUESTIONS

..... *More details to come*

- Unrelated Events



**Do you have any
questions about
obtaining additional
resources?**



Develop Internal Capability & Capacity



Develop Internal Capability & Capacity

*Ensure sufficient board, staff, and
volunteer capability and capacity exist
to implement your issue-focused efforts.*

Why Developing Internal Capability & Capacity is Essential

If your United Way does not have board, staff, and volunteers who have experience or expertise with your issue, and the capability to move your issue-focused efforts forward, you will not be able to reach your full potential as an issue-focused United Way.

Recruit Staff for Your Issue

HOME

IMPROVING
LIVES

WORKING
TOGETHER

United
Way



CAMPAIGN
PORTAL

CONNECT

DONATE

United Way of Anchorage

Alaska 2-1-1

[Sue Brogan](#)

Education Impact

June Sobocinski, Vice President, Education Impact

90% by 2020 Community Partnership

907.263.3824

jsobocinski@ak.org

[Catherine Curtis](#), Director, Education Impact

[Emily Haag](#), Manager, Education Impact Partnerships

[Grace Mitton](#), Coordinator, Education Impact

[Kelsey Preecs](#), Manager, Education Impact Communication and Engagement

[Kevin E. Sullivan](#), Community PLUS Schools Manager

Finance, Administration and IT

Len Lambert, Vice President

907.263.3810

llambert@ak.org

[Vanessa Aszmus](#), Information Management Director

[Denise Brown](#), Accounting Associate

Provide Issue Training for Staff

**Recruit Board & Volunteers
for Your Issue**

Hire a Grant Writer

Halt Hunger Initiative



It has been rewarding to see several of the Halt Hunger Initiative's goals met throughout 2012. The first grant cycle encompassed goal one as several worthy local food programs and providers were given financial support in their effort to provide nutritious food to individuals and families in need of food assistance. The Community Garden of Hancock County afforded the opportunity for community members at 200% or below the poverty level to learn self-sustaining skills through growing and preserving their own produce reflecting goal four of the initiative; to educate and equip individuals and families to be food secure. What was most exciting this year, was the gathering of over 800 local volunteers on Saturday, May 12 at Findlay High School where over 285,000 meals were packaged in the four-hour Meals of Hope event. These free meals continue to be distributed throughout the community, as a way for agencies, organizations, schools and churches to meet the immediate need of those who face food insecurity.

As we continue to strive for the overarching goal of the initiative, to eradicate hunger in Hancock County, I anticipate continued community collaboration, an outstretched helping hand from everyday people and the development of programs that pinpoint our community's specific needs to ensure no one goes to bed hungry in Hancock County. It is truly a pleasure serving in an environment where people understand the importance of investing in their community.

Heather Heilman
Grants/Programs Coordinator



Meals of Hope

1320 cases each containing 36 packets making a total of 47,500 packets. Each packet contains 6 meals/servings for a total of 285,120 meals. Packets are still available all over Hancock County. For a full list of distribution locations, go to LiveUnitedHancockCounty.org/halthunger.



Halt Hunger Grants

CHOPIN Hall Fresh Vegetable Program
\$19,000

Feed A Child
\$33,126

Hancock Christian Clearing House, The Caring Cupboard
\$35,000

Lutheran Social Service Findlay Emergency Food Pantry
\$2,500

West Ohio Food Bank Food
\$50,000

Total \$139,626

Halt Hunger Challenge Grant

\$0 61% \$ 35,000.00

Raised \$ 21,469.00 of \$ 35,000.00

Halt Hunger Initiative Templin Challenge Grant



Thank you, Don and Carrie Templin, for the matching grant of \$35,000 per year, for the next five years.

If you want to be a part of this challenge grant, click donate to make a contribution. For every dollar raised, the Templins will match the amount, up to \$35,000 each year starting in 2013-14.

Ending hunger in Hancock County...that's what it means to LIVE UNITED.

Campaign is ongoing

Contribute!

**Do you have any
questions about
developing internal
capability and
capacity?**



A close-up photograph of a red awareness ribbon, which is a symbol for breast cancer awareness. The ribbon is tied in a loop and is set against a bright yellow background. The lighting is soft, highlighting the texture of the fabric. The text is overlaid on the upper portion of the image.

Increase Issue Awareness & Understanding

Increase Issue Awareness & Understanding

Increase donor and community awareness of the significance and prevalence of your issue in your community.

Why Increasing Issue Awareness & Understanding is Essential

If your United Way does not communicate the prevalence of your issue, your donors and community members may not understand the significance of the issue in your community, and will therefore not be motivated to give to support the issue.

Promote Your Issue



Promote Your Issue

 CLEAR CHANNEL



IT SHOULDN'T BE
ANY LESS DISTURBING
WHEN IT'S A GIRL.

TEEN PREGNANCY. STOP IGNORING IT.
ONEMILWAUKEE.ORG

Promote Your Issue

imagine
acity.ca



Home About Us Issues Top Posts

Search

Posted on September 24, 2015 by United Way Toronto & York Region

← Previous Next →

3 things you might not know about poverty



Did you know that 1 in 5 adults in Toronto and 1 in 8 people in York Region live in poverty? It's true. Every day, individuals and families across our region face [homelessness](#), [unemployment](#), [a lack of affordable housing](#) and the effects of [deepening income inequality](#). These startling facts are a vital reminder that there is still much work to be done in addressing this complex issue.

Here are three things you might not know about poverty here in Toronto and York Region:

United Way TYR @unitedwaytyr Following

Nearly one-third of all children in #Toronto live in low-income households. Read our blog: [bit.ly/1iziSTJ](#)

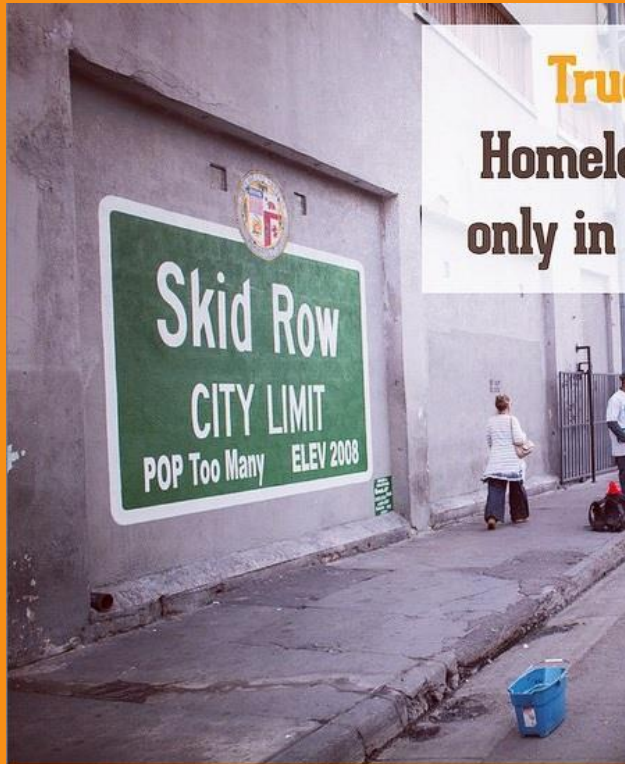


RETWEETS 6 LIKES 2

11:30 AM - 30 Sep 2015

Share icons

Promote Your Issue



UNITED WAY
HOMEWALK
2·0·1·4

True or False.
Homelessness is only in Skid Row.



launitedway

FOLLOW

36 likes

40w

launitedway The truth is, homelessness is found in every LA community and only 8.8% of LA's homeless population are concentrated in Skid Row.
www.homewalkla.org #HomeWalk

LOS ANGELES has more homeless people than **SEATTLE, SAN FRANCISCO, SAN JOSE, LAS VEGAS, and SAN DIEGO** combined.



launitedway

FOLLOW

43 likes

42w

launitedway What makes LA different from other cities? There are MORE homeless people living in LA County than Seattle, San Francisco, San Jose, Las Vegas and San Diego combined. We can change this! Here's how you can help:
www.homewalkla.org #HomeWalk #themoreyouknow
haybizzo @ldb413
battleforla This is great work! Contact us for support!

UNITED WAY
HOMEWALK
2·0·1·4

#HomeWalk

Log in to like or comment.

...

Hold a Community Forum



LIVE UNITED

United Way
of Wayne & Holmes Counties

BOLD GOAL

Who We Are

What We Do

Get Involved

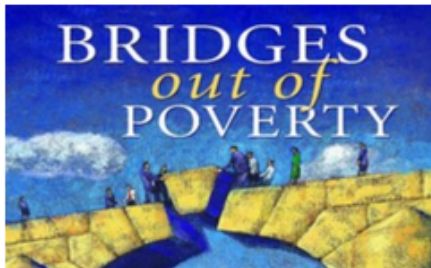
Events

Contact Us

Bridges Wayne and Holmes Collaborative

Bridges Strategies for Organizations and Communities

We are a community of learning. We are a community of practice.



Bridges Out of Poverty is a framework for understanding poverty. It is about appreciating economic diversity. If we can just shift our thinking about economics, then we have the power to shape our reality. Having or not having doesn't change our thinking.

Our goal: To positively impact the education and lives of individuals in poverty.

The Bridges Model is not a program. People and organizations use Bridges to develop programs and strategies that:

- improve relationships at the individual level
- improve outcomes at the organizational level
- change systems at the community level

DONATE

2-1-1 GET HELP

VOLUNTEER

Develop an Issue Website

Children Ready to Learn

Live United...Prepare Children for Life



HOME

INFANTS AND TODDLERS

PRESCHOOLERS

KINDERGARTEN

BLOSSOM AND WALTER

SCHOOLS

RESOURCES

HOW CAN I HELP?

PARENT ACTIVITY GUIDES

Your resource to help you prepare your child for learning

Explore the pages within the website and you will find resources for parents/caregivers to find childcare/preschools, activity guides for fun things to do with your child, and much more.



90% of all children ready for Kindergarten by 2020!

April Parent Guide

This quarter's parent guide is now available. The theme is Let's Cook! - check it out! There are book suggestions and fun activities for you and your children.

Just click on the Parent Activity Guides link at the top of the page

Let's Connect



Early Childhood Video

Take 5 minutes to learn more about the importance of having all children ready to learn in kindergarten. Go to the How Can I Help? page and click on the Early Childhood Video Campaign

Look Around

**Do you have any
questions about
increasing issue
awareness and
understanding?**



Look Issue- Focused



Look Issue-Focused

*Transform all of your United Way's
messaging to include your issue focus.*

Why Looking Issue-Focused is Essential

If your United Way continues to talk about everything, and does not communicate a concise and consistent message about your issue focus throughout all of your messaging, your donors and community members will not understand what you do.

Develop a Laser Focus

A Laser-focus on Poverty

Transforming United Way during its 100th Anniversary



The Board of Directors from the United Way of St. Joseph County (UWSJC) recently studied the benefits and impact of changing from a “fundraising” to an “issue-focused” organization. They selected Poverty as their issue of focus. The following describes the process, research components and results, and next steps for this transformation that has begun during UWSJC’s 100th Anniversary Year.

Q1 What is United Way’s history and the recent national trends?

The original purpose for United Way (UW) was to effectively coordinate how human services were delivered, as well as the way charitable funds were raised. For over 125 years, UW’s business model has benefitted communities and UW agency partners across America through corporate donations and employee workforce campaigns.

In the 1990’s, United Way Worldwide (UWW) forecasted that workforce campaigns would be compromised due to changes in economic and corporate environments, demographic trends, and global internet access, along with the explosion in philanthropic competition. Indeed, since the 2008 recession, total donations to UWs across America have declined every year. They remain 16% below the total funds raised prior to the recession, after adjusting for inflation.

In 2000, UWW asked local UWs to increase their community effectiveness. By convening and facilitating partnerships, UWs began to address root causes of complex social problems, and produce more meaningful results. UWW regularly measures the progress of UWs in achieving “community impact.” However, many UWs (including UWSJC) have had mixed success creating community impact while still relying on the traditional fundraising model to raise revenues.

Q2 Have national trends affected UWSJC?

Yes. Since 2008, workforce campaign revenue has declined. Lower revenues have been the result of company closures, reductions in force, corporate office relocations, corporate mergers and acquisitions, philanthropic alignments with charities of choice and other economic, political and environmental changes.

governmental partners can collectively impact meaningful change with measureable results. Finally, they secure and invest diverse resources to address the issue.

Q5 How did UWSJC decide to become “issue-focused?”

With guidance from UW consultants, UWSJC Board members reviewed and assessed the features, benefits, and challenges of the fundraising and issue focus models. UWSJC stakeholders such as donors, partners, UWSJC Board members, and community leaders were interviewed and completed surveys designed and analyzed by the consultants. CEOs from UWSJC workforce campaigns were also interviewed. In addition, board members, partners and CEOs from other UWs that transformed to an issue focus model described how the issue focused model has enhanced their workforce campaigns and diversified revenue sources.

Q6 What were the results of the surveys and interviews?

Research results showed that poverty/economic self-sufficiency and education are perceived as the primary social problems for our community. Respondents endorsed the “issue focus” model. They also supported UWSJC’s role as a leader to address a key issue. Most donors who completed the survey said they would continue to donate and volunteer (or would increase their participation) if either poverty or education were selected as the UWSJC issue.

Board members decided that the community and UWSJC would not be well-served by continuing the traditional fundraising focus. They realized that an organizational reinvention was necessary to make a long-lasting impact in our community. So, they voted to adopt a “laser focus” on a key community issue.

Connect Your Issue to United Way



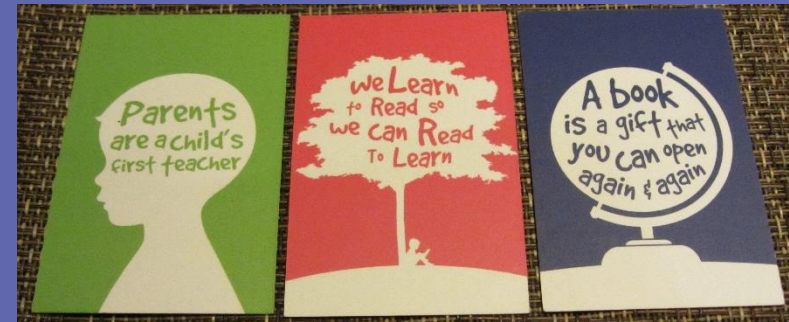
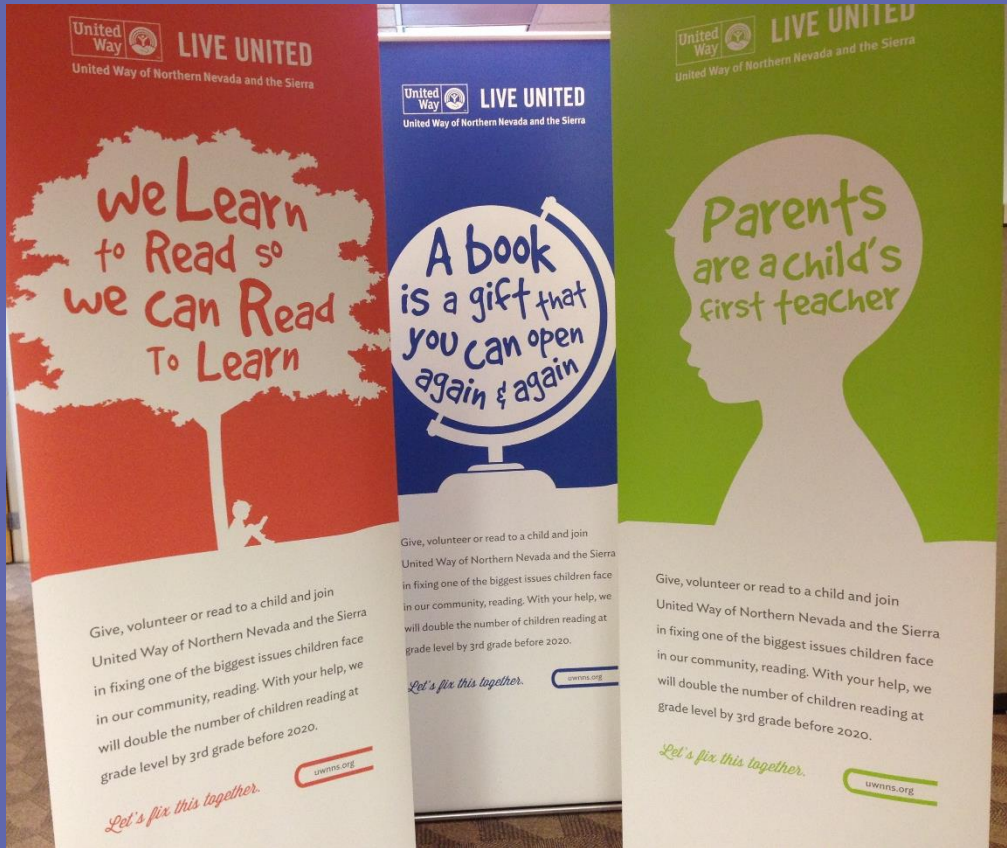
We learn to read so
we can read to learn.

With your help, we will double the number of children in northern Nevada reading at grade level by 3rd grade before 2020

GIVE & VOLUNTEER

LIVE UNITED

United Way of Northern Nevada and the Sierra



Karen Barsell

CEO & President

tel 775-333-8264 fax 775-322-2798

karen.barsell@uwvns.org

639 Isbell Rd., Suite 460 Reno, NV 89509



We learn to read so
we can read to learn.

By 2020, our goal is to double the number of children in northern Nevada reading proficiently by the end of 3rd grade. Share your story today!



United Way of Northern Nevada and the Sierra



@uwvns #uwvns

Connect Your Issue to United Way

LIVE UNITED



United Way
of Wells County



HOME ABOUT US GET INVOLVED PARTNERSHIPS EARLY CHILDHOOD INITIATIVE RESOURCES NEWS EVENTS CONTACT

Our goal is high, but we believe it is worth it!

90by20.com
A resource for parents of young children

90% READY BY 2020!

Our goal at United Way of Wells County is to have 90% of all children ready to enter kindergarten by 2020. But we need YOUR help!

[LEARN MORE](#)



Blossom Butterfly and Walter the Word Worm shared their photo.

May 18 at 11:43am · 🌐

Go out and play in the YARD today!



Blossom Butterfly and Walter the Word Worm

Walter's word for today - YARD

Like · Comment · Share

Blossom Butterfly asks, have you...



...read to your
child today?



like us on facebook!

United Way
of Wells County



Connect Your Issue to United Way

1,000-plus Muskegon County working families move beyond near-poverty level



United Way released a study of ALICE homes in the state of Michigan. (MLive.com file photo) (Courtesy photo)



By [Austin Denean | adenean@mlive.com](mailto:adenean@mlive.com)

on April 06, 2017 at 1:55 PM, updated April 06, 2017 at 1:56 PM

MUSKEGON, MI - Twenty-five percent of the households in Muskegon County are living near the poverty line despite having a full-time job, according to a study performed by the Michigan Association of United Ways.

That's an improvement when comparing it to the findings of a 2014 study. More than 1,000 Muskegon County families have since moved above that threshold.

The United Way report refers to these households as ALICE families - Asset Limited, Income Constrained, Employed. Despite having employment, these households are unable to accrue substantial savings and sometimes don't make enough to afford basic necessities like transportation.

United Way first produced a study in 2014 to document how many ALICE families there were, and produced a follow-up in 2017. The 2017 report shows that the average household survival budget in Michigan increased by 18 percent, higher than the national rate of inflation of 14 percent in the same timeframe.

"The updated version shares significant improvements in the economic standing of Lakeshore families," United Way of the Lakeshore President and CEO Christine Robere said. "United Way of the Lakeshore set a bold goal to help 10,000 more working families meet their basic needs by 2025, essentially reducing the number of struggling families in its three-county service area by half. We are encouraged by the progress made in Lakeshore households as evidenced by the new report."

Create a Call to Action

Donating to Goodwill
helps create
jobs.

goodwill
industries
goodwillswmi.org

The Business of Changing Lives.

EXIT 29

76
7-3753
6430
CBS

David
Manager

The billboard is a large outdoor advertisement for Goodwill Industries. It features a smiling man in a light blue shirt on the right side. The main text is in large, bold, black letters. Below the main text is the Goodwill Industries logo and website. The billboard is mounted on a structure with a sign for 'EXIT 29' and a CBS logo. There are also some smaller signs and numbers visible on the structure.

Create a Call to Action

Walk at United Way of Greater LA's HomeWalk to end homelessness



launitedway
United Way HOME...

FOLLOW

23 likes

1w

launitedway We're in #TheHomestretch to ensure every #veteran has a safe place to call home. 🏠 Walk with us at #HomeWalk on Saturday November 21 2015 to #endhomelessness! #United4Vets #ThrowbackThursday #SavetheDate



- Promoting Partner Agencies/Programs
- Promoting Internal Processes

**Do you have any
questions about
looking
issue-focused?**



Provide Engagement Opportunities



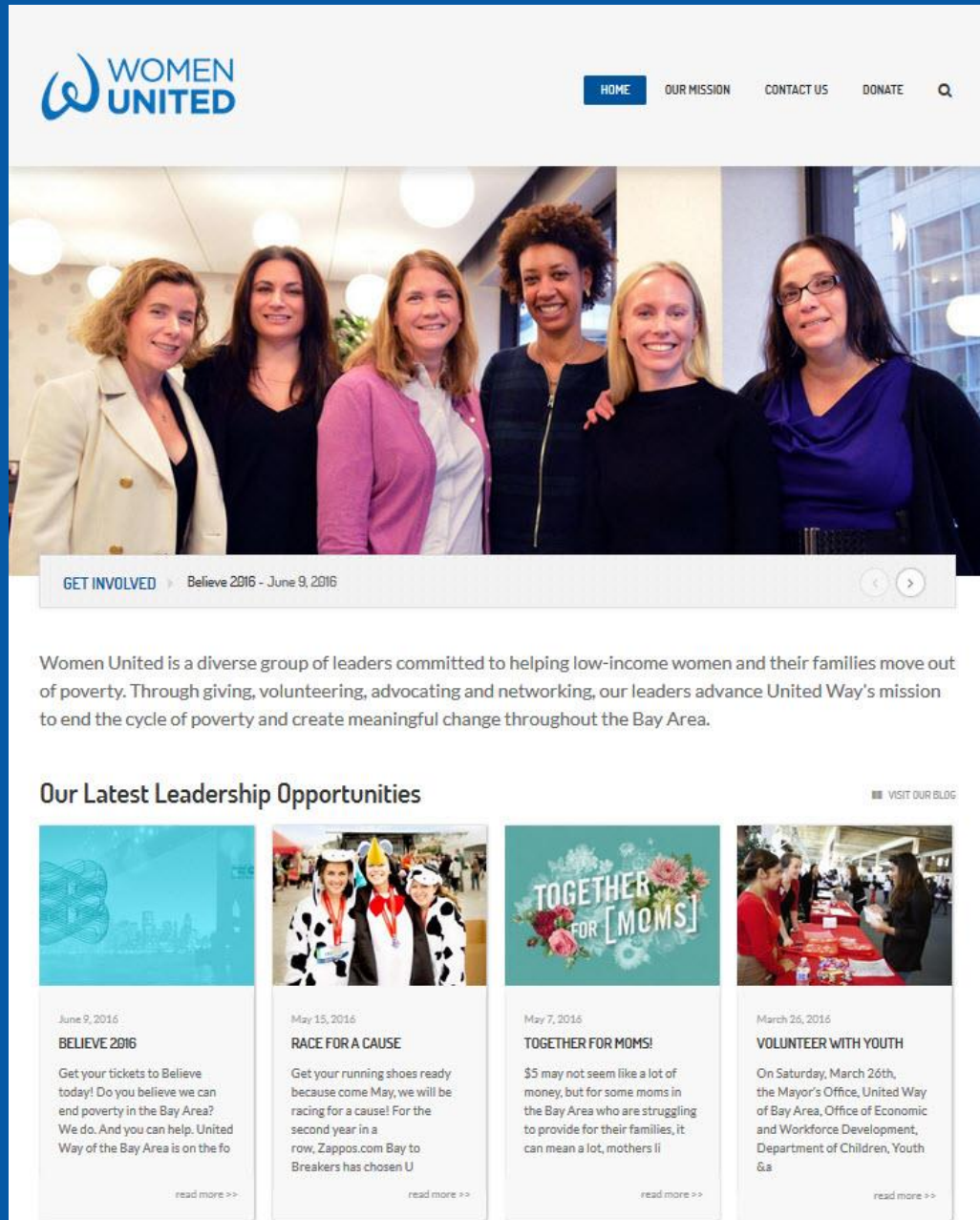
Provide Engagement Opportunities

Offer opportunities for people to directly volunteer and be engaged with your United Way to address your issue.

Why Providing Engagement Opportunities is Essential

If your United Way passes volunteers through to partner agencies, they will not develop a relationship with your United Way.

Provide Issue-Focused Affinity Group



WOMEN UNITED


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GET INVOLVED ▶ Believe 2016 - June 9, 2016

Women United is a diverse group of leaders committed to helping low-income women and their families move out of poverty. Through giving, volunteering, advocating and networking, our leaders advance United Way's mission to end the cycle of poverty and create meaningful change throughout the Bay Area.

Our Latest Leadership Opportunities


[VISIT OUR BLOG](#)



June 9, 2016
BELIEVE 2016

Get your tickets to Believe today! Do you believe we can end poverty in the Bay Area? We do. And you can help. United Way of the Bay Area is on the fo


[read more >>](#)



May 15, 2016
RACE FOR A CAUSE

Get your running shoes ready because come May, we will be racing for a cause! For the second year in a row, Zappos.com Bay to Breakers has chosen U


[read more >>](#)



May 7, 2016
TOGETHER FOR MOMS!

\$5 may not seem like a lot of money, but for some moms in the Bay Area who are struggling to provide for their families, it can mean a lot, mothers li

[read more >>](#)



March 26, 2016
VOLUNTEER WITH YOUTH

On Saturday, March 26th, the Mayor's Office, United Way of Bay Area, Office of Economic and Workforce Development, Department of Children, Youth &a

[read more >>](#)

Provide Issue-Focused Affinity Group

United Way



UNITED WAY CALIFORNIA CAPITAL REGION

OUR WORK | GET INVOLVED | VOLUNTEER | DONATE

GET INVOLVED

Events

YLS Annual Winter Social

Nonprofit Leadership Summit

Day of Caring

Women in Philanthropy Luncheon

Young Leaders Society

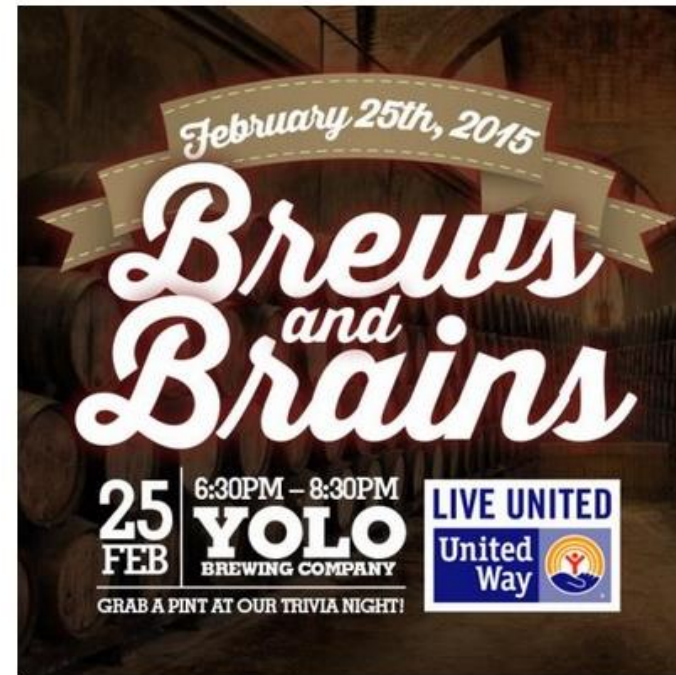
Women in Philanthropy

Retiree Giving Club

Leadership Giving

BREWS & BRAINS TRIVIA NIGHT FUNDRAISER

YLS ANNUAL WINTER SOCIAL



Enjoy trivia and beer at United Way Young Leaders Society's Brews & Brains fundraiser. Proceeds will benefit the Young Leaders Society [Hydration Station Initiative](#) – a project increasing access to healthy drinking water in Sacramento elementary schools.

5 COOL REASONS TO COME OTHER THAN TRIVIA

1. FUZION EATZ FOOD TRUCK
2. CORNHOLE & GIANT JENGA WITH XOSO
3. DJ
4. CUSTOM BEER STEINS
5. A CHANCE TO GIVE KIDS AT LOCAL SCHOOLS ACCESS TO HEALTHY DRINKING WATER (WE THINK THIS IS COOLEST)

Offer Direct Volunteering

United Way
of the Plains

LIVE UNITED.



HOME FIND HELP OUR WORK ABOUT US GIVE ADVOCATE VOLUNTEER SPECIAL SECTIONS

Homeless count volunteers needed

PRINT E-MAIL

Volunteers are needed for the upcoming Wichita-Sedgwick County Point-in-Time Homeless Count on Thursday, Jan. 31.

This count is coordinated by United Way of the Plains for the Wichita-Sedgwick County Continuum of Care Coordination Team. The U.S. Department of Housing and Urban Development (HUD) will use data collected during the count to understand the extent and nature of homelessness throughout the country, assist in making funding decisions and more.

As a volunteer, your assistance will help address homelessness.

Homeless Count Volunteer Sign-up

First name: *

Last name: *

Are you representing an organization (nonprofit, government, corporate)? * Yes No

If yes, please enter the organization's name:

Email: *

Daytime Phone: *

GIVE.

ADVOCATE.

VOLUNTEER.

SUCCESS STORY

Unemployment Used for the Positive

When the economy took a turn for the worse in 2008, Pam was...
[Read more](#) #

Invest in the building blocks for a good life for all.

EDUCATION.

INCOME.

HEALTH.

Offer Direct Volunteering



LIVE UNITED

United Way
of Hancock County



**UNITED WAY
DAY OF
ACTION
JUNE 21 2013**

United Way of Hancock County presents Hunger Day of Action

Friday, June 21, is a very special day. With more daylight hours, there is more time to do good.

On Friday, June 21, volunteers across the country will participate in the sixth annual United Way Day of Action. Day of Action is hosted on a single day in an effort to recognize the passion, expertise and resources committed people bring every day to build a better life for all.

On this year's Day of Action, United Way of Hancock County is focusing on alleviating hunger in Hancock County. We have many organizations in our county feeding families, helping them achieve livable incomes and educating them on the importance of nutrition. Much of what we are suggesting today can be done right from your office, home or phone.

Engage Using Social Media

Give Change

to make change for families like



Give during #GivingTuesday through www.homewalkla.org to end homelessness in LA



launitedway

Follow

18 likes

23w

launitedway GIVE CHANGE this #GivingTuesday for those those that need it most. Make a difference at www.homewalkla.org

Log in to like or comment.

Advocate for Change

with formerly homeless individuals like



Give during #GivingTuesday through www.homewalkla.org to end homelessness in LA



launitedway

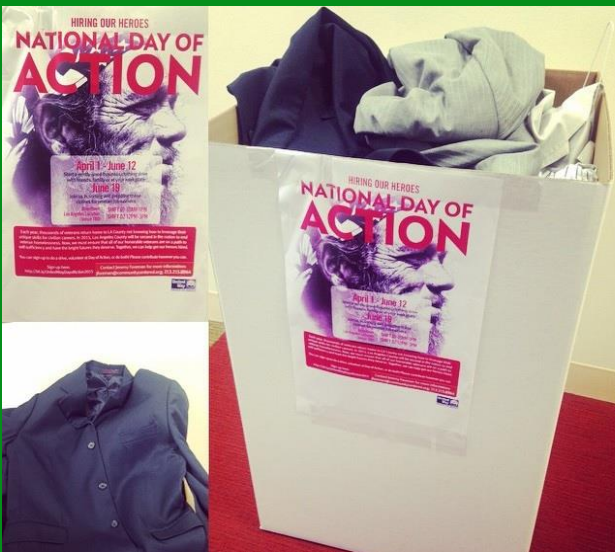
Follow

13 likes

23w

launitedway ADVOCATE FOR CHANGE by signing our #HomeWalk letter bit.ly/AdvocatesUnited & giving now at www.homewalkla.org

Log in to like or comment.



launitedway United Way of Gre...

FOLLOW

19 likes

launitedway We've been filling up our #DayofAction bins in preparation to help sort, groom and organize clothing donations for #veterans this Friday! Learn how you can #volunteer to get #vets back on their feet: bit.ly/DayofAction2015

Engage Using Social Media

LIVE UNITED United Way of Northwest Arkansas
April 3 · 🌐

I just shopped for my week for the NWA Poverty Challenge! I spent \$23.63 total. My shopping list looked like this:

Breakfast
-Cracklin' Oat Bran Cereal - \$3.68
-6 Bananas - \$1.02... See More



Like Comment Share

Anne Marie Holimon and Crystal Weldon-Carlson like this. Chronological -

Martha Butler Since you have \$1.37 left in your budget, you could use it to get some noodles or other pasta to make a chicken noodle soup for one meal. But your shopping didn't include such things as salt, butter, sugar, spices, etc. which allow food to taste better. Also, is the caloric count high enough to sustain your activity for 5 days?

1 · April 3 at 4:55pm

LIVE UNITED United Way NWA
@UnitedWayNWA


Following

Just after lunch day 1 of the #NWAPovertyChallenge; Check out the changes our Board Chair, Kaki is having to make: [unitedwaynwa.org/blog/nwa-pover ...](http://unitedwaynwa.org/blog/nwa-pover...)

RETWEET 1 LIKE 1

1:20 PM - 4 Apr 2016

Paul Stolt @StoltPaul
Bought \$25 worth of groceries yesterday. Will it be gone before Friday? @UnitedWayNWA #NWAPovertychallenge



RETWEETS 3 LIKES 5

5:38 PM - 5 Apr 2016



- Peer Giving Groups
- Pass-Through Volunteerism

**Do you have any
questions about
providing
engagement
opportunities?**





Include & Inform Partner Agencies

Include & Inform Partner Agencies

Work together and proactively communicate with partner agencies about changes as your United Way moves forward with an issue focus.

Why Including & Informing Partner Agencies is Essential

If your United Way does not include and inform your partner agencies in your transformation to an issue focus, this will hurt your relationships and reputation in your community.

Host a Partner Agency Roundtable

Statement from United Way

“For more than 75 years, Heart of Florida United Way has been dedicated to serving our community’s most vulnerable populations, and that will never change. In an effort to better align our work with the momentum created by the City, County, Commission on Homelessness and HUD, we will be investing in the Housing First approach. This model is evidence-based and designed to create long-term results for struggling individuals. Our partner agencies impacted by this shift were informed nearly a year ago and have been well aware of this shift. They will continue to work with us to provide a safety net for our neighbors in need. Together we will continue striving to create lasting change that leads to better lives for Central Floridians.”

Host a Partner Agency Roundtable

Statement from the Coalition for the Homeless

The loss of funding from United Way is significant. However, we do not have plans to close any programs that rely on this funding. Our focus remains on how best to serve our clients and the community. That includes pursuing new and additional funding sources to help those most in need move toward permanent housing and a more stable life. For 30 years, the Coalition has played a crucial role in serving homeless individuals and families. We share the community's goal of finding permanent housing for all but also realize that people who are homeless cannot always be immediately housed. We serve many of their interim needs including food, shelter, and case management. The demand for these services remains high, as we operate at full capacity on a daily basis. United Way has been a long-time partner and was forthcoming about this year's grant process. We will continue working with United Way and other donors to collectively address the needs of our community.

-John Hearn, Interim CEO

**Do you have any
questions about
including and
informing
partner agencies?**



Empower Your Board



Empower Your Board

*Structure your board membership and
your board meetings to support your
issue focus.*

Why Empowering Your Board is Essential

If your United Way does not change how your board operates, you will continue to do what you have always done and will not succeed in fully transforming to an issue focus.

And Now a Word About Board Meetings

- The board sets their own agenda
- Discussion is focused on the issue
- Provide issue training for the board

- Report-Outs



**Do you have any
questions about
empowering
your board?**



Next Steps



June 21st Strategic Planning Session

- Determine your impact/investment, resource development, and marketing/engagement strategies and methods
- Develop your three-year strategic plan

Things to Do Prior to June 21st

- Review and research the methods that would be appropriate for your United Way
- Brainstorm additional methods for these strategies that could be used at your United Way
- Think about which group you would like to be a part of: impact/investment, resource development, marketing/engagement



**THANK
YOU**

GIVE. ADVOCATE. VOLUNTEER.



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