United Way fights for the Education, Health, and Financial Stability of every person in our community. The Bold Goals represent our collective ambition for everyone to have the opportunity to thrive.

Poverty is undermining that opportunity for more than 600,000 people in our region. We believe we must focus on people below 200% poverty – nearly 1 in 3 of all people – if we are to make faster and more equitable progress towards the Bold Goals.

We believe focusing on families with children is the highest priority for United Way to maximize impact, build on our leadership in workforce and early childhood, and break the cycle of generational poverty.

We aspire to help people move out of poverty by integrating Education, Income, and Health strategies, for the children and families in greatest need, in the communities where they live.

**GUIDING PRINCIPLES**

**EQUITY:** We believe equity is the fair and just inclusion where all can participate and thrive. In our work to achieve the Bold Goals, we recognize that disparities by race, class, and gender are the most pronounced and, thus, requires that we intentionally focus resources on those with the greatest need.

**SHORT & LONG TERM IMPACT:** Our approach focuses on moving parents and caregivers out of poverty in the near term, breaking the generational cycle for children in the long term, and improving communities and systems to prevent poverty in the first place.

**CHANGE AT SCALE:** We aspire to tackle poverty at the scale in which it exists. This ambition requires that we focus on improving systems and policies that can impact thousands of families, while continuing to support direct services that help families move out of poverty.

**INTEGRATED:** The current system is far too fragmented. We believe much more coordinated and integrated solutions are needed to help families in poverty overcome complex, inter-related challenges.

**LOCALIZED:** While poverty exists throughout our region, we believe that solutions must be localized to the specific needs of the diverse communities across our region.

**COMMUNITY VOICE:** We believe the voice, participation and leadership of those we’re seeking to help must be included in the development and implementation of all solutions. We must view families as producers of outcomes – not just recipients of outcomes.

**LEARNING-ORIENTED:** We will embrace a more flexible approach that seeks to continuously learn to improve results.

**EVIDENCE & INNOVATION:** We will sustain and scale programs that work, while also making room for identifying, testing and implementing new innovations.

**KEY CHANGES IN UNITED WAY’S APPROACH**

**FROM**
- 70% total investment serving people below 200% FPL
- Multiple target populations
- Majority focus on individual programs & isolated services
- Fragmented funding strategies & siloed structure
- More directive process

**TO**
- 90% total investment serving people below 200% FPL
- Priority focus on families in poverty
- More focus on collaborative efforts & integrated services
- Integrated funding strategies & structure
- More flexible, learning-focused process
Everyone has the opportunity to thrive in our region

### Bold Goals
- 85% Children Prepared
- 85% Graduate Ready
- 45% Post-Secondary Degree
- 90% Gainfully Employed
- 70% Good Health
- 90% Usual & Appropriate Care

### Focus
- Expand opportunity for the 600,000 people below 200% FPL in our region to move towards self-sufficiency
- Provide support to other vulnerable populations

### Priority Populations
| #1 | Families with Children Under 6 < 200% FPL |
| #2 | Families with Children Ages 6-24 < 200% FPL |
| #3 | Individuals < 200% FPL |
- Strategies Across Income Levels

### Change Strategy
- Create Lasting Changes In Communities, Policies, & Systems
- Support Direct Services that Measurably Improve Lives

### Change Tactics
- Public policy advocacy
- System integration & service navigation
- Community engagement & leadership
- Learning communities
- Employer engagement
- Investment in collaboratives, partnerships, and agencies
- Capacity building
- Continuous improvement
- Integrated data system & analytics

### Integrated Approach
- Strengthen Families: Multi-Generation
  - Partnerships and programs that address the needs of children and adults together.
- Strengthen Communities: Place-Based
  - Comprehensive community development in targeted communities of concentrated poverty.
- Integrated Service Delivery
  - Integrate education, income and health strategies within or across agencies for a more holistic approach.

### Key Strategies
- Prenatal & maternal health care
- Family engagement & home visiting
- Quality early care & education
- Address trauma & build resiliency
- Academic & social-emotional skill building
- Career preparation
- Post-secondary education & training
- Building healthy behaviors
- Basic needs & housing
- Employment & career pathways
- Work supports, financial literacy & asset building
- Maintain physical & mental health

### Key Measures
- Priority Measures: multi-generation outcomes; household income moving above 100% & 200% FPL
- Healthy birth
- Developmental growth socially, emotionally, and cognitively
- Reduce adverse childhood experiences
- Kindergarten readiness
- Academic proficiency
- College & career ready
- High school graduation
- Post-secondary attainment
- Healthy behaviors
- Physical, social and emotional wellness
- Basic needs met
- Stable, affordable housing
- Employment & family-sustaining wages
- Financial security
- Access to care
- Reduce trauma & abuse