

WHY

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

