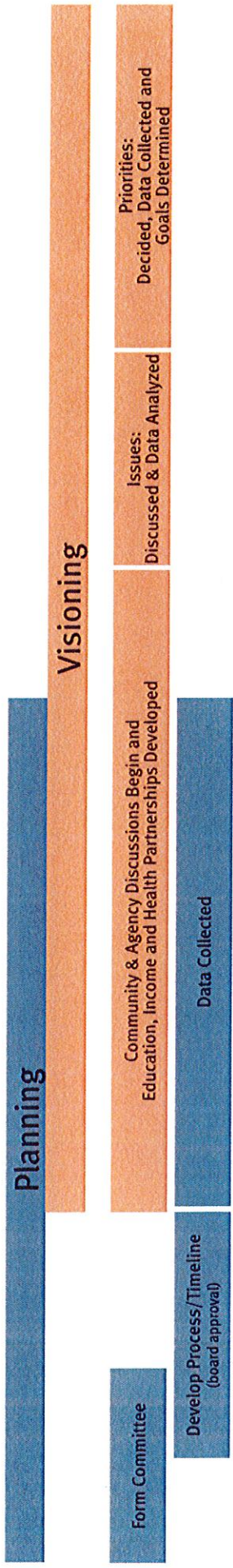
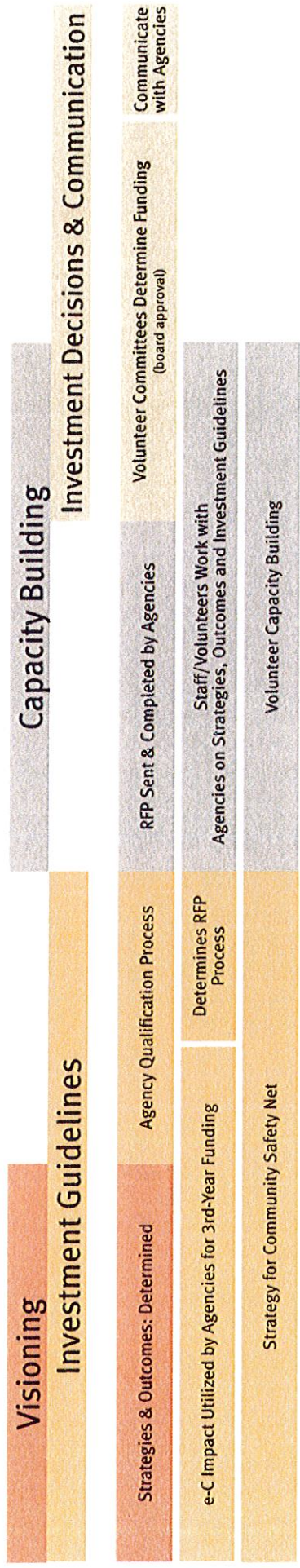


# ROAD MAP TO COMMUNITY IMPACT



July 2012	Aug	Sept	Oct	Nov	Dec	Jan 2013	Feb	March	April	May	June	July 2013	Aug	Sept	Oct	Nov	Dec 2013
Jan 2014	Feb	March	April	May	June	July 2014	Aug	Sept	Oct	Nov	Dec	Jan 2015	Feb	March	April	May	June 2015



July 2012	Aug	Sept	Oct	Nov	Dec	Jan 2013	Feb	March	April	May	June	July 2013	Aug	Sept	Oct	Nov	Dec 2013
Jan 2014	Feb	March	April	May	June	July 2014	Aug	Sept	Oct	Nov	Dec	Jan 2015	Feb	March	April	May	June 2015

# Adopting the Community Impact Model - A Change in Philosophy

Current	Future
United Way's main role is a fund raiser/funder	United Way is a community problem solver and convener on key issues
Funds many worthy causes	Focus on top priorities to effect lasting change
United Way owns the effort	The community owns the effort
Partner agencies involved	Anyone who can play a role involved
A focus on 'What do agencies need?'	A focus on "What does the community need?"
Treat symptoms	Treat root causes
Accountability is established through numbers of people served	Accountability is established by producing measurable results



# Transition to the United Way Community Impact Model

“Community Impact is defined as improving lives by mobilizing communities to create lasting changes in community conditions.”

## Why Change?

For most of its history, United Way worked to improve lives by mobilizing the financial resources of businesses, individuals and foundations in support of direct service programs – the foundation of our work, now and into the future. However, despite the money raised and all of the services provided, many problems in our community continue and some have even grow worse.

In order to create positive change in the human condition at the community level, many United Ways are marking significant changes in our approach to our work. Simply moving dollars around between programs – even with the best needs assessment, the best outcomes process and the best agencies – is not enough to create the kind of significant sustained change in conditions that our community and the people in it want to see.

## How is this different?

To address these larger, systemic issues, United Way needs to deal with the conditions that created them in the first place. Doing so calls for a change in how United Way does its work; a change that requires focusing collective action on establishing goals, identifying strategies and mobilizing the resources – people and financial – to find and deliver solutions to the problems keeping our community from being even stronger.

This is more difficult and qualitatively different than our work before. For example, it's the difference between providing quality shelter for 100 homeless people versus reducing the rate of homelessness by half over five years.

## How is this accomplished?

Obviously, we can't do this alone – it requires significant resources spent in a purposeful way over a long period of time on specific and tested strategies. It requires collaboration that leads to agreement on community priorities, agreement on how the problems will be solved and ultimately alignment of community resources around these problems and strategies.

Over the next several years we will be doing our best to unite and focus the community in order to make the changes we want to see on these issues. We will use best practices, data and research to evaluate our progress.

We will focus on 5 steps to achieving our goal of Community Impact. These steps include:

- **Planning** - Establishing the framework for this transformation will begin by creating a Process and Timeline through a Strategic Planning Committee. Discussions with the community and our partners begin.
- **Visioning** - Compiling data about community conditions, developing existing and new partnerships and determining goals and strategies to overcome the root causes are all fundamental to the success of this process.
- **Investment Guidelines** - By acting as a Convener on the issues identified, our dollars will be utilized to make an even larger impact. Based on our established Goals, we will open our funding to any local 501(c)3 agency.
- **Capacity Building** - Once Goals and Common Performance Measures are established and a process for Investment Decisions is determined, we will work with agencies and volunteers to be prepared for the changes.
- **Investment Decisions & Communication** - Similar to our current process, Investment Decisions will be volunteered and board approved. However, programs funded will all have similar Goals and Performance Measures.

This new process brings together an entire community to make a powerful, positive impact where we live and work.

## United Way Worldwide

In 2005, United Way Worldwide updated its Standards of Excellence, which reflected the organizational strategic shift from its traditional role as a fundraiser to a new mission focused on identifying and addressing the long-term needs of communities. In 2008, United Way Worldwide introduced the bold goals for the common good focused on education, income and health, and LIVE UNITED, a new call to action for everyone to become a part of the change.

**Community Impact  
Steering Committee  
Role**

In conjunction with the Board of Directors and the Community Impact Council, the Community Impact Steering Committee will:

- Shepherd the Community Impact Model transition process
- Be an Ad-hoc Committee of the Board of Directors from 2012 through July 2015 – after investment changes have taken place
- Recruit Partners as needed for each phase of the process, including convening content experts when needed
- Recommend Internal and External communications throughout transition
- Determine internal organizational capacity needs as we proceed through the process

# Our Transition Plan



DEADLINE



## Community Ask Survey

1. What kind of community do you want to live in?

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2. Why is that important to you?

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3. How is that different from how you see things now?

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4. What are some things that need to happen to create that kind of change?

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5. Please rank the following issues based on their importance to you (1=most important; 3=least important):

Education	Income	Health
_____	_____	_____


Please provide us with demographics so we can ensure we are targeting every population.

<b>Zip Code</b>	_____	<b>Age</b>	16-34	35-54	55-74	75+
<b>Race/Ethnic Group</b>	White	Latino	Black	Asian	_____	_____
	American Indian	Other	_____	_____	_____	_____
<b>Gender</b>	Male	Female	_____	_____	_____	_____
<b>Language</b>	English	Spanish	Other	_____	_____	_____
<b>Family Income</b>	< \$20,000	\$20-40,000	\$40-60,000	\$60-80,000	\$80-100,000	\$100,000+

## April 9 Forum

- Announcement to the Community – Our Stake in the Ground
- More than 50 community stakeholders participated; 50% of member agencies participated
- Nearly 40 new volunteers signed up for Impact Councils

United Way of Wyoming Valley


**LIVE UNITED** 

**POVERTY TO POSSIBILITY**

**A Presentation & Discussion on Childhood Poverty in the Community.**

**Join Us on Wednesday, April 9th.**

**Too Important to Miss.**



**What:** **From Poverty to Possibility:**  
A Presentation and Discussion on Childhood Poverty in the Community

**When:** Wednesday, April 9th  
8:00 AM to 11:00 AM  
(Registration begins at 7:45 AM)

**Where:** Luzerne County Community College  
Conference Center  
1330 South Prospect Street  
Nantcoke, PA 18634

**Details:** Since 2000, the number of children living in poverty in Luzerne County has grown from 14.7% just thirteen years ago to 28.6% today! The implications of more than one out of every four children growing up in poverty are significant and require our collective attention.

Over the past year and a half, the United Way of Wyoming Valley has been engaged in a strategic planning process to examine the growing social service need in our community and ensure donor support is invested in the most effective and impactful way. Your input and participation in this important phase of our planning will be greatly valued and appreciated.

The event's keynote speaker will be Erik Stegman, Esq., of the Center for American Progress in Washington, D.C. Erik is the Associate Director for national leader on the issues of reducing poverty by half in ten years) and a participant will be invited to attend small group sessions to exchange ideas and thoughts on strategies that can affect change on childhood poverty in the Wyoming Valley.

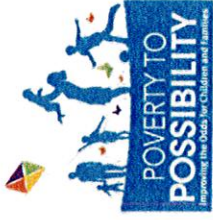
To RSVP, please contact Gayle Yedrak at [gyedrak@unitedwaywv.org](mailto:gyedrak@unitedwaywv.org) or 570-329-6711 Ext. 231 by April 4th. You can also make your attendance plans known by clicking the red or gray button below.



**United Way of Wyoming Valley  
2015-16 Community Impact Education Funding Strategies Logic Model**

Target Issues	Key Strategies	Funding Approach	Targeted Outcomes	Community Impact Goal
<p><b>Parent/caregiver education, engagement and support</b></p>	<p>Improve access and affordability of quality early care and education programs.</p> <p>Quality improvement of early care and education programs.</p>	<p>Two-generation framework programs</p> <p>Access to child care</p>	<p><i>Parents/caregivers use acquired knowledge to improve their child's development.</i></p> <p><i>Children and families have access to quality early care and education programs.</i></p> <p><i>Teachers/providers acquire training and education to understand and improve their students' overall development.</i></p>	<p><i>To help at-risk children enter kindergarten ready to learn and move through school and beyond graduation with confidence.</i></p>
<p><b>Academic achievement</b></p>	<p>Improve school readiness and early literacy through comprehensive support and services to students, parents and caregivers in communities with at-risk populations.</p>	<p>Peer mentoring programs (youth and adult)</p>	<p><i>Children enter kindergarten prepared to learn.</i></p> <p><i>Children are reading at grade level by the end of the third grade.</i></p>	<p><i>Youth are engaged and hopeful about their futures.</i></p>
<p><b>Productive and engaged youth</b></p>	<p>Year-round education, academic and recreational support services and systems for at-risk elementary, middle school and high school students.</p>	<p>Quality out-of-school time programming</p>	<p><i>Youth graduate from high school.</i></p>	





**United Way of Wyoming Valley  
2015-16 Community Impact Income Funding Strategies Logic Model**

Target Issues	Key Strategies	Funding Approach	Targeted Outcomes	Community Impact Goal
<p><b>Increasing income</b></p>	<p>Increase the awareness of available free tax preparation sites and eligibility for Earned Income Tax Credits (EITC) through education and outreach efforts.</p>	<p>Access to free tax preparation assistance programs (VITA) and the Earned Income Tax Credit (EITC)</p>	<p><i>Individuals and families acquire financial assets and protect themselves from financial setbacks.</i></p>	<p><i>To help at-risk individuals and families achieve greater financial stability.</i></p>
<p><b>Gaining and sustaining assets</b></p>	<p>Educating individuals about personal finances.</p>	<p>Financial literacy for youth and adults</p>	<p><i>Individuals and families learn how to successfully manage their personal finances.</i></p>	
<p><b>Workforce Development</b></p>	<p>Collaborative programs that addresses the needs of our community workforce by engaging students in career awareness in the middle and high school grades.</p>	<p>Career Readiness for Youth</p>	<p><i>Youth envision and articulate a path from school to employment.</i></p> <p><i>Youth graduate from high school prepared for higher education or employment.</i></p>	



<b>United Way of Wyoming Valley</b> <b>2015-16 Community Impact - Health Funding Strategies Logic Model</b>				
Target Issues	Key Strategies	Funding Approach	Targeted Outcomes	Community Impact Goal
<b>Parent education, engagement and support of child development</b>	Access to maternal and early childhood educational health programs including health literacy to provide support for healthy pregnancies and improved child health and development.	<b>Two-generation framework programs</b>	<p><i>Parents/caregivers are engaged in the healthy development of their children.</i></p> <p><i>Children achieve developmental milestones.</i></p> <p><i>Families have the knowledge necessary to understand basic health information and services needed to make appropriate health decisions.</i></p>	<p><i>To help at-risk children and families achieve good health and avoid risky behaviors.</i></p>
<b>Healthy children and adults</b>	Quality, comprehensive primary and oral health care services offered to children and families through child care centers, schools, community health centers and free clinics.	<b>Access to primary and oral health care services and prevention education for at-risk, uninsured children and adults</b>	<p><i>Families have access to basic primary and oral health care services and prevention education.</i></p>	
	School-based prevention education programs provided to children and youth.	<b>Alcohol, tobacco and other drugs prevention education for children and youth</b>	<p><i>Children and youth abstain from risky behaviors.</i></p>	
	Family support services and systems aimed at addressing mental health issues in at-risk children and youth.	<b>Two-generation framework programs</b>	<p><i>Parents/caregivers are aware of children's mental health issues and seek early treatment to address them.</i></p>	



**United Way of Wyoming Valley  
2016-17 Safety Net Funding Strategies Logic Model**

Target Issues	Key Strategies	Funding Approach	Community Outcomes	Safety Net Goal
Food insecurity	Provide access to emergency food programs	Food pantries and served meal programs	<i>Hungry people access healthy food through a network of effective, community-based organizations.</i>	<i>Access to food, shelter and other essential services for</i>
Temporary housing	Temporary housing for individuals, families and/or youth	Mass and other shelter programs and eviction prevention measures	<i>Individuals, families and youth obtain short-term, emergency shelter.</i>	<i>individuals/families and youth who face threats to their immediate well-being.</i>
Urgent and Basic Needs	Provide access to I & R, hotlines, and other essential services to address immediate needs	I & R, Crisis Intervention, Material Aid, and Transportation Assistance	<i>Individuals, families and youth receive essential services to address needs of an urgent nature.</i>	