

METRO UNITED WAY OVERVIEW

FEBRUARY 2018

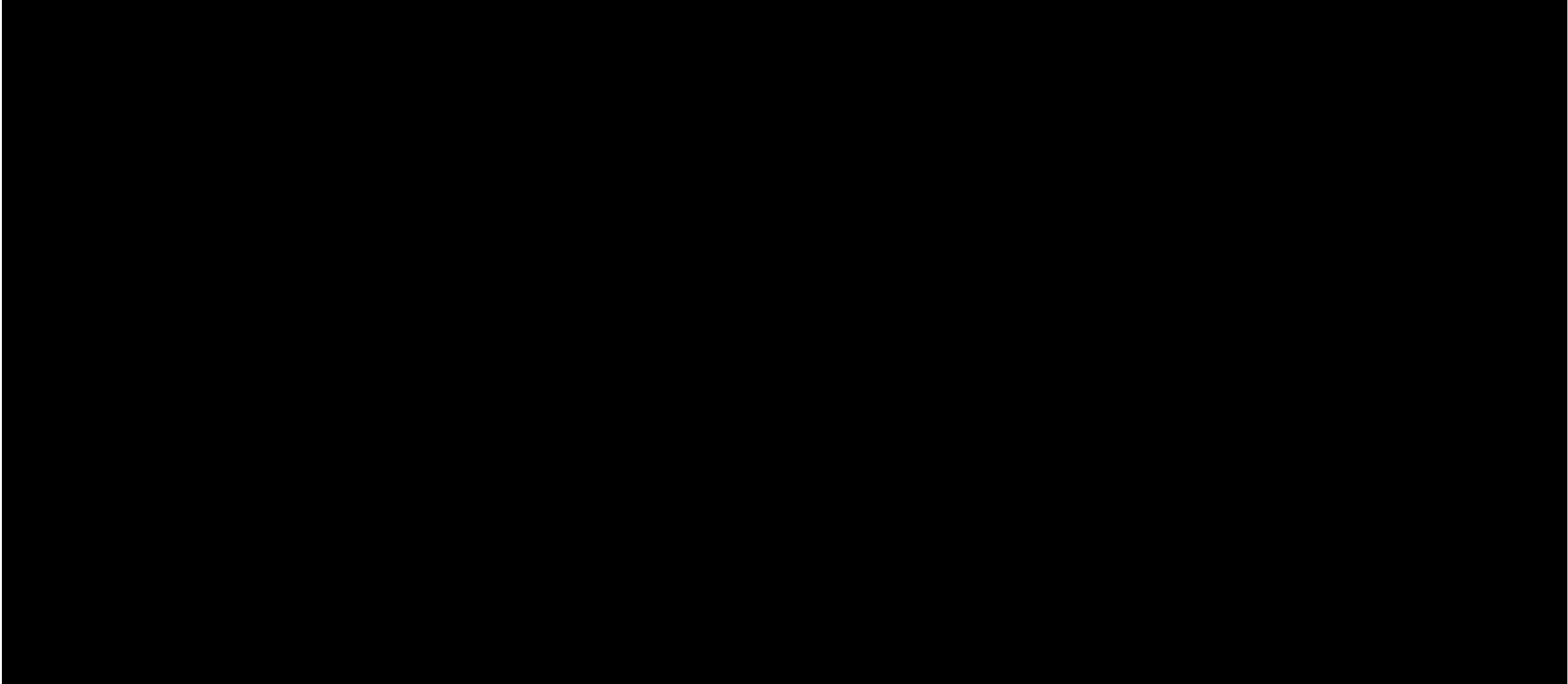


Metro United Way

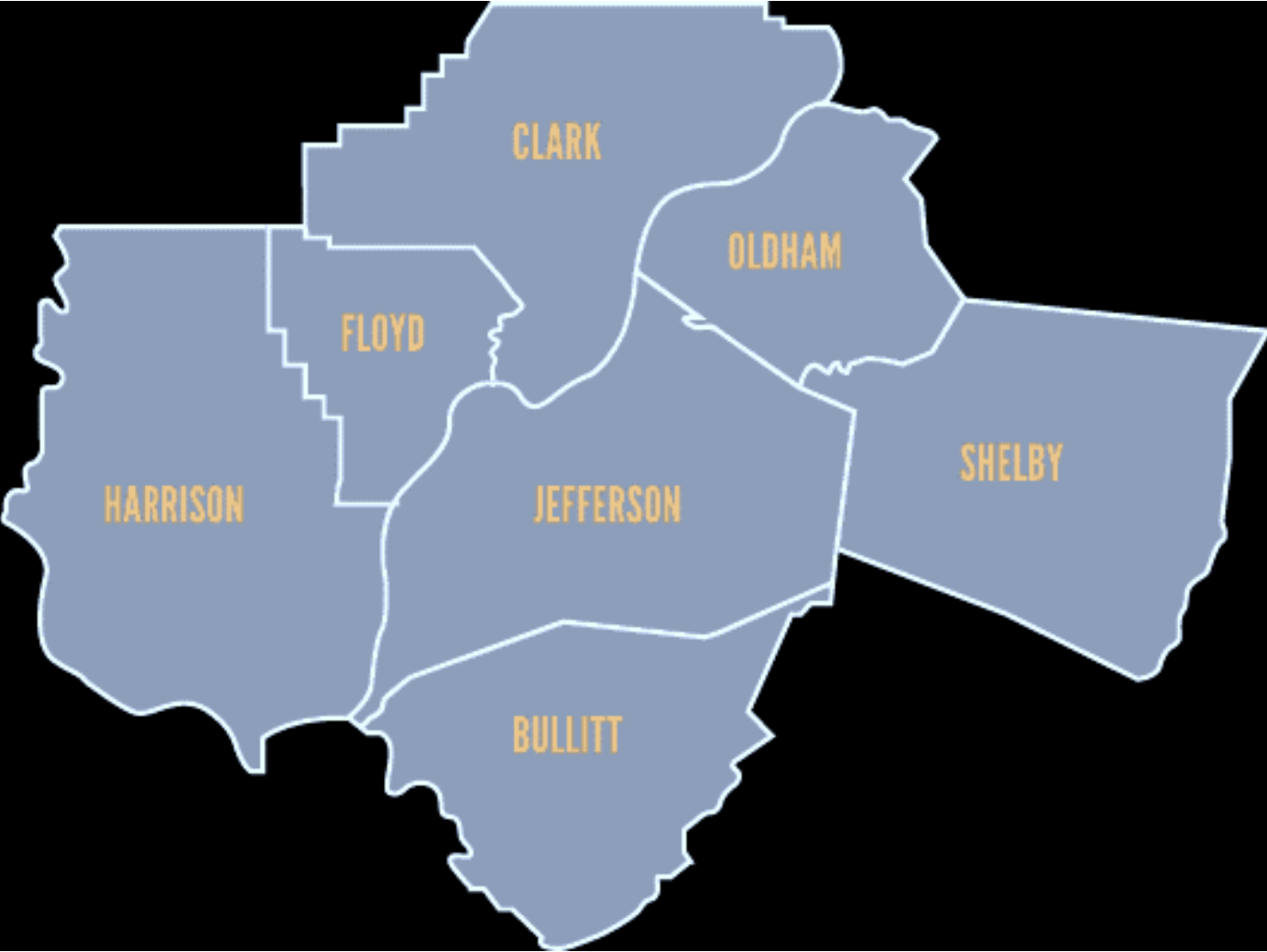
United We Win



Metro United Way



Regional Impact



Areas of Impact



Early Childhood Success

Children enter school ready for success



Youth Success

Youth gain the knowledge, skills, and belief needed to graduate college and career ready



Financial Independence

Individuals/families improve their socio-economic status and can provide for themselves



Healthy Lives

Individual's/families' basic needs are met and they achieve better health outcomes



Goal

Create the opportunity for all people to achieve their full potential

How We Work



Mobilize Resources

Financial Resources
Volunteers
Community

Build Stronger Communities

Direct Services and Supports

(Funding and technical assistance to partners who provide services and supports to individuals and families)

Systems Improvement

(Increased community capacity via training, best-practice sharing, policy change, leading collective impact, convening, partnerships)

Change Lives

Improved Early Childhood Success
School readiness

Improved Youth Success
Graduate school college/career ready

Improved Financial Independence
Strengthen financial stability
Attain jobs

Improved Health
Meet Basic Needs
Access to Healthcare Services

Early Childhood Success



GOAL

Children enter school ready for success



MOBILIZE RESOURCES

Total # of volunteers
Total \$ amount of resources invested

STRENGTHEN COMMUNITIES

Direct Supports and Services

- # of children (0-5) enrolled in high-quality early childhood programs
- # of families, caregivers provided with information, resources, tools, trainings and/or teaching skills

Systems Improvement

- # of policies promoted, enacted or modified to promote childhood success
- # of community partners organized, led, and/or managed by United Way
- # of early childhood staff trained to provide quality programs and/or services

CHANGE LIVES

Outcomes

- % of children (0-5) served who achieve developmental milestones
- % of children served who are proficient on school readiness assessments

Excellence Academy



2X

Children in our EA centers are 2X more likely to be ready for kindergarten compared to like peers



82%

Teachers in our EA centers have a 82% retention rate compared to a 66% national average



High-quality child care is essential to enable parents to get and keep a job

Youth Success



GOAL

Youth gain the knowledge, skills, & belief to graduate college/career ready



MOBILIZE RESOURCES

Total # of volunteers
Total \$ amount of resources invested

STRENGTHEN COMMUNITIES

Direct Supports and Services

of elementary/middle/high school youth served who participate in school and/or community-based out-of-school time programs and/or receive individualized supports

Systems Improvement

of policies promoted, enacted or modified to promote youth success
of community partners organized, led, and/or managed by United Way
of youth development staff trained to provide quality programs, services

CHANGE LIVES

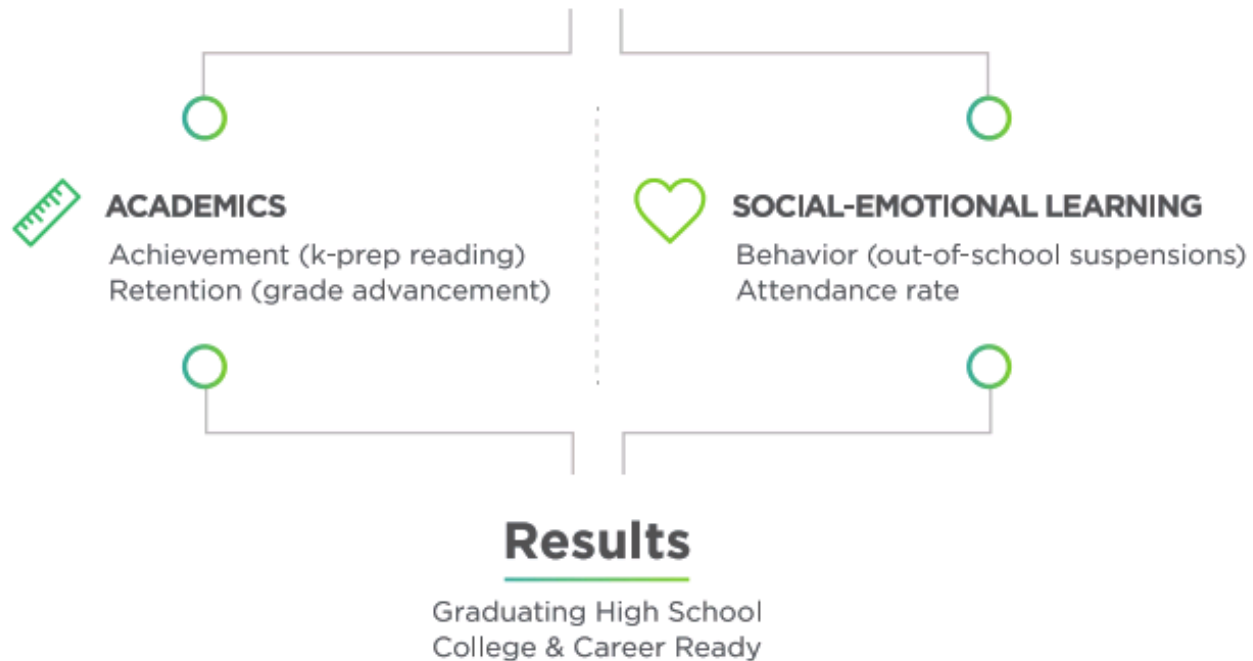
Outcomes

% youth served who graduate high school on time
% of youth served who gain post-secondary employment, further education, or credentials
% of youth served who maintain satisfactory or improve school attendance

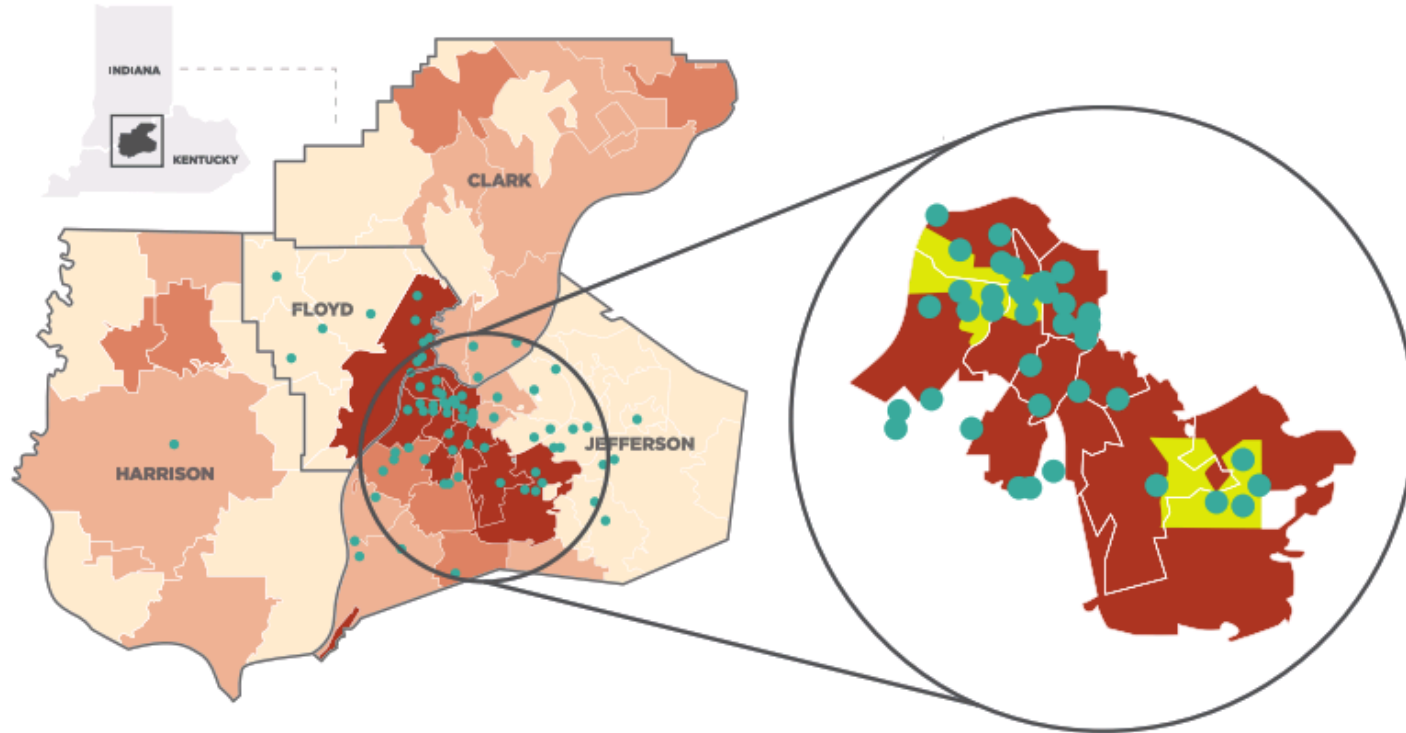
Out-of-School Time Logic Model

Program Quality (X) Participation (≡) Impact

HOW DOES BLOCS MEASURE THIS IMPACT?



BLOCStars Site Map



Population below the poverty level, children (age 5-17), percent by ZCTA, ACS 2011-15

Financial Independence



GOAL
Individuals/families
improve their
socioeconomic status



**MOBILIZE
RESOURCES**
Total # of volunteers
Total \$ amount of
resources invested

STRENGTHEN COMMUNITIES

Direct Supports and Services

- # individuals served who receive job skills training
- # of individuals served who access affordable housing, financial products, and services

Systems Improvement

- # of policies promoted, enacted, or modified to promote economic mobility
- # of community partners organized, led, and/or managed by United Way
- # of financial sector staff trained to deliver quality services

CHANGE LIVES

Outcomes

- Total dollar amount of refunds returned to individuals/families through VITA
- % of individuals served who increase disposable income by accessing benefits and/or reducing costs
- % of individuals served who gain employment

Siemer Institute

Stable Homes

Thriving & Resilient Families

Successful Students



129

Families currently served



82%

Increasing income



88%

Maintaining housing

Healthy Lives



GOAL

Individual's/families' basic needs are met & they achieve better health outcomes



MOBILIZE RESOURCES

Total # of volunteers
Total \$ amount of resources invested

STRENGTHEN COMMUNITIES

Direct Supports and Services

of individuals served participating in physical activity and/or healthy food access/nutrition programs

of individuals served with access to healthcare services

Systems Improvement

of policies promoted, enacted or modified to promote health

of community partners organized, led, and/or managed by United Way

of health sector staff trained to deliver quality services

CHANGE LIVES

Outcomes

% of children/adults served who achieve a healthy weight

% of babies served born at a healthy weight

% of children/adults served who adopt healthy behaviors

% of mothers served who access prenatal care

Making Connections for Healthier Communities

Each year, 2-1-1 connects more than **110,000** individuals to the help they need



10,612

Connections to housing or utilities assistance



1,934

Connections to food assistance



1,229

Connections to homeless shelters or drop-in centers



1,155

Connections to physical or mental health services



869

Connections to finance or finding a job

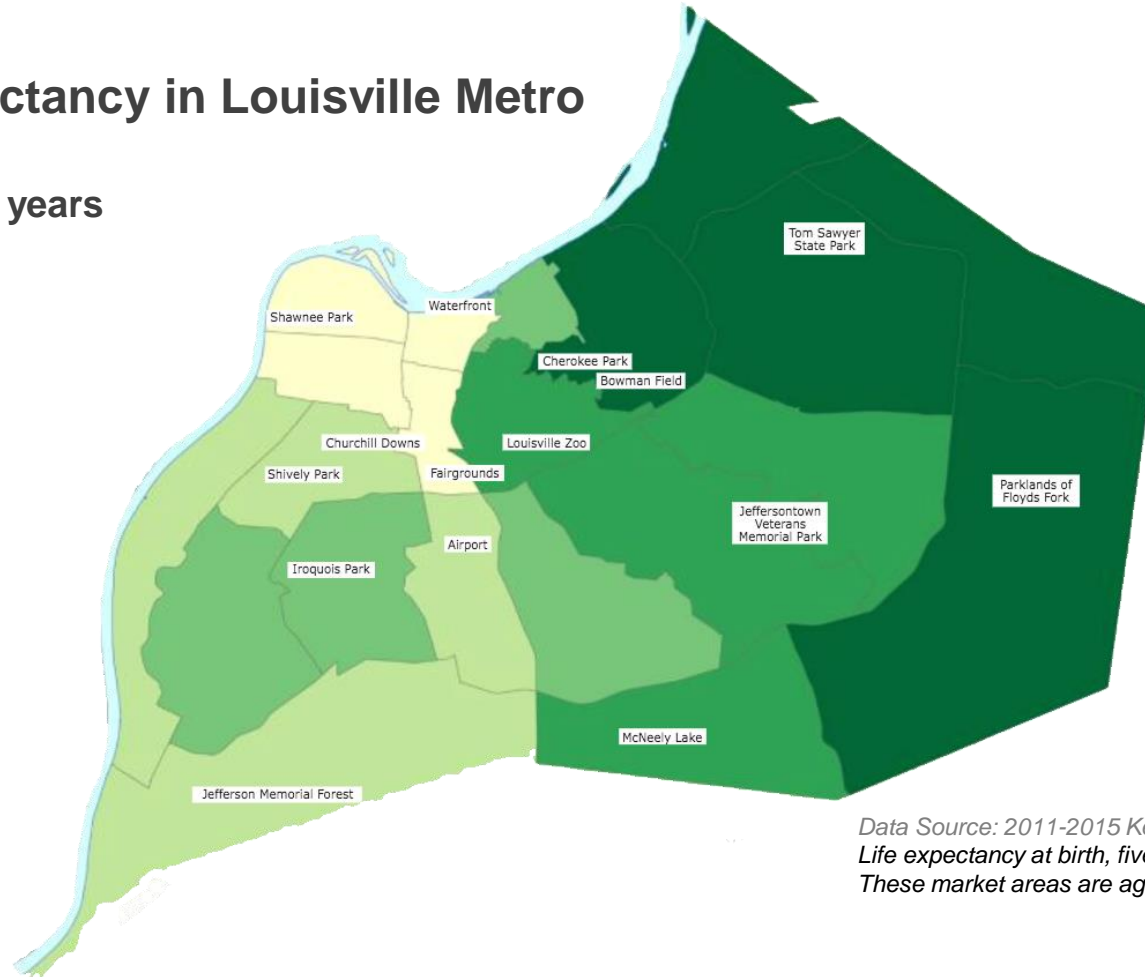
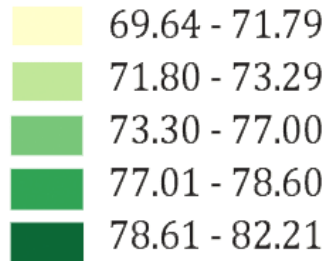
Black Male Achievement

Our focus:

Transform and create systems and policies to generate equitable outcomes for black men and boys in Louisville.

Life Expectancy in Louisville Metro

Life Expectancy, in years



Data Source: 2011-2015 Kentucky, Vital Statistics
Life expectancy at birth, five year estimates, by market area.
These market areas are aggregations of 2010 census tracts.

Black Male Achievement



**Equitable Outcomes
for Community**

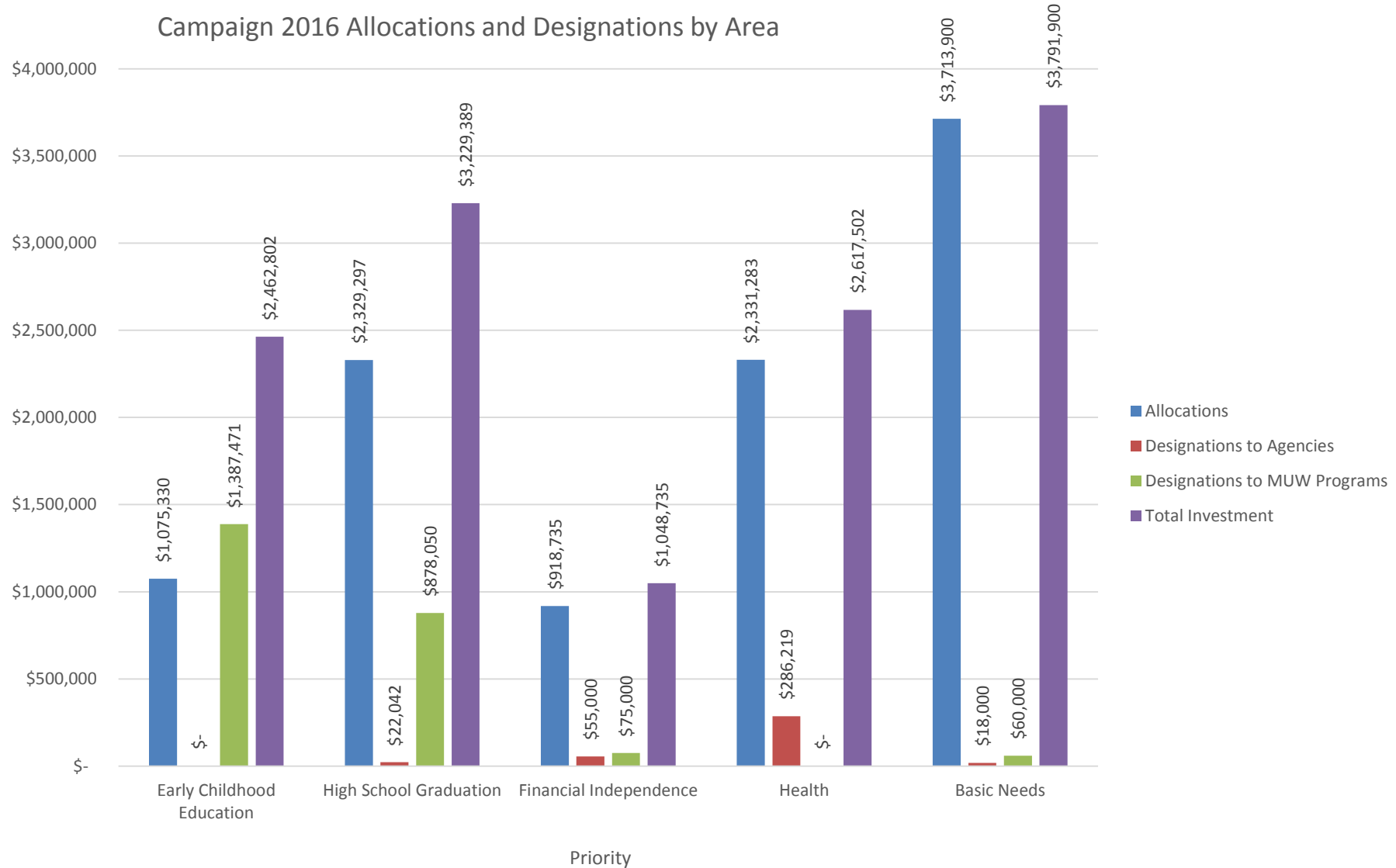


**Strength-Based
Messaging**



**Improved Youth
Success**

Breakdown of Funds by Area



Community Leadership

Education



Financial Independence



Health

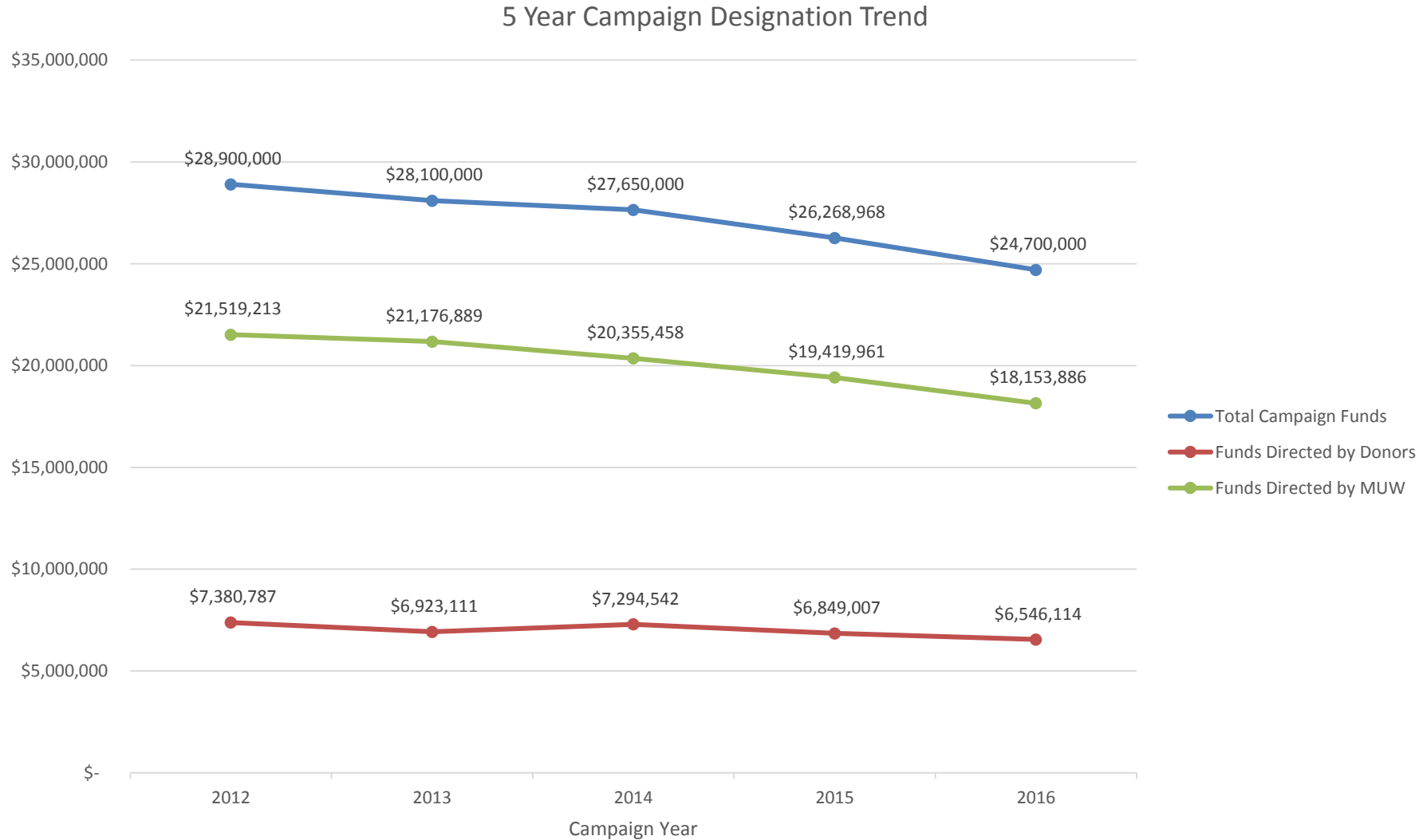


Programmatic Operating Budget

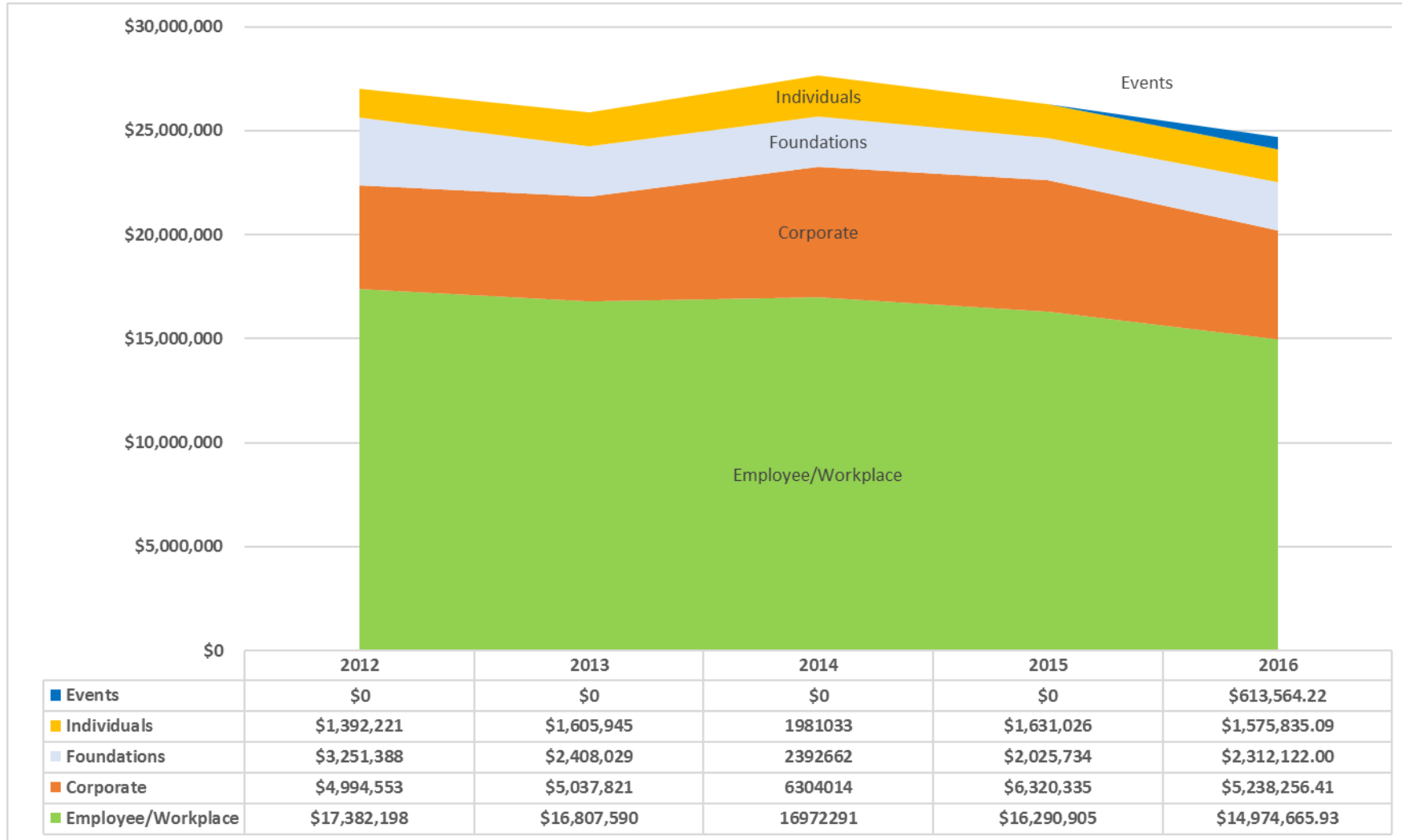
Metro United Way Fiscal Year 2017/2018 Operating Budget

| | |
|--|---------------------------|
| Programmatic Operating Budget | |
| Early Childhood Success | \$ 879,806 |
| Youth Success/High School Graduation | \$ 470,694 |
| Financial Independence | \$ 188,467 |
| Basic Needs & Health | \$ 232,256 |
| Community Engagement | \$ 747,038 |
| Community Building and Investment | \$ 362,833 |
| | <u>\$2,881,094</u> |
| | |
| Fundraising Operating Budget | \$2,516,763 |
| Administrative Operating Budget | <u>\$1,493,615</u> |
| | \$4,010,378 |
| | |
| Total MUW Operating Budget | \$6,891,472 |

5 Year Campaign Designation Trend



Campaign Funding by Donor Type



Note: Percentages are for Campaign 2016

Transformational Opportunities

Race to \$1 Billion!
100th Anniversary Goal of \$36M



\$27 Million

To support our annual campaign investment in effective organizations and initiatives



\$2 Million

To invest in the technology and capabilities to connect the network, track outcomes, and grow the base of support needed to sustain the work over time



\$7 Million

To grow an endowment that can support the work during low campaigns and times of transition



And...

Investing In What Works

The majority of dollars raised in our 100th year will be invested in organizations and initiatives that have been proven to create positive outcomes for children, individuals, and families. In particular, these dollars will:

- ⇒ Provide needed increased funding for our aligned agencies as we tackle bigger issues together; in 2016 we had over \$7 million of unfunded needs for effective programming.
- ⇒ Accelerate multi-generational, integrated supports for children and the adults around them.
- ⇒ Increase awareness of our 2-1-1 network and the 800+ services available for individuals and families.
- ⇒ Expand valuable undesignated support for our work across Early Childhood Education, Financial Independence, Health and Basic Needs to reach more individuals, children and families.

Creating A More Sustainable MUW

Dollars raised in our 100th year will help us grow the base of support we have to sustain the work today and well into the future by helping us:

- ⇒ Grow our Tocqueville and Allen Society members to over 500 members strong and 40% of total giving by 2022; currently we have ~300 members providing 25% of total giving.
- ⇒ Inspire and engage our current donors by creating incentives for them to increase their giving level over time.
- ⇒ Help us reach \$7 million in new contributions and pledges to Metro United Way's Endowment, which will bring it to a total of \$10 million.
- ⇒ Invest in Metro United Way's efforts to upgrade our technology to better engage donors outside of the traditional workplace, as well as track impact across our investments in the community.

Making History

Make History With Us As We Develop A Fully Connected Community Collaborative that:

- ⇒ Provides the human capital and technology needed to link individual information across the health, human services, and education spaces and provide a referral and tracking system to improve individual outcomes.
- ⇒ Would be a model for the rest of the country on how to overcome perceived barriers to data sharing and create “one door” through which individuals and families can access all the services and supports available to them.



THANK YOU!



Metro United Way