

Investment Plan

Mission: To unite and focus our communities in creating measurable results to improve people's lives and strengthen our families.

I. **Helping Children Succeed**

United Way and its partners focus on results during critical stages of a child's development. We invest in programs that improve academics, encourage youth development that are intervention-based, addressing issues early. This strategy will give children the best chance for successful futures.

I.A. Targeted Issue: Literacy and youth development with an emphasis on the underserved.

1. Desired Outcomes:

- a. Increased access to early education programs.
- b. Improved early literacy skills for children in our region.
- c. Improved overall academic achievement.
- d. Improved social and emotional development for regional children.
- e. Increased number of youth served by mentoring and tutoring programs.

2. Strategies:

- a. Support early literacy and early education programming in the region.
- b. Promote reading and literacy through the Imagination Library program.
- c. Present literacy-focused events and programs such as Wild About Reading and Read for the Record.
- d. Invest in programs that increase academic success and remove barriers to learning for our area youth.
- e. Invest in programs that improve children's social emotional development and behavior through mentoring.

I.B. Targeted Issue: Youth mental health and substance abuse

1. Desired Outcomes:

- a. Increased early intervention access for youth experiencing a mental health crisis.
- b. Increased and reliable diagnoses for youth.
- c. Increased number of services for youth struggling with mental illness and/or substance abuse.
- d. Reduced number of youth dealing with substance abuse.

2. Strategies:

- a. Invest in programs that provide mental health services to youth.
- b. Support programs that teach youth coping skills and provide resources.
- c. Invest in programs that focus on prevention and provide substance abuse counseling for youth.

II.

Empowering Healthy Lives

United Way and its partners believe that strengthening the health and well-being of our most vulnerable men, women, and children leads to a stronger overall community. We will invest in programs that support safe, healthy and independent lives for these individuals in our region.

II.A. Targeted Issue: Regional healthcare and oral healthcare

1. Desired Outcomes:

- a. Increased number of individuals receiving affordable healthcare and health education.
- b. Increased number of uninsured or underinsured children receiving oral healthcare services each year.
- c. Increased access to financial support for families and individuals who are dealing with cancer or life-limiting illness.

2. Strategies:

- a. Invest in programming that provides health care services to individuals without insurance or who are underinsured.
- b. Provide access to oral healthcare options for children with programs like Children's Dental Services.
- c. Invest in programs that provide supportive services and financial assistance for individuals and their families dealing with cancer or life-limiting illness.

II.B. Targeted Issue: The well-being of our area seniors

1. Desired Outcomes:

- a. Increased access to services that allow seniors to remain living safely and independently.

2. Strategies:

- a. Invest in programming that provides support for and improves the well-being of seniors through healthy activities.
- b. Invest in supportive services that assist seniors to remain living independently.

II.C. Targeted Issue: Veterans' services in our service territory

1. Desired Outcomes:

- a. Improved military-friendly service delivery.
- b. Increased access to support services for veterans and military families in crisis.
- c. Increased access to stable housing and employment opportunities for veterans.
- d. Increased number of social and educational opportunities to connect veterans to other area veterans in our region and enhance their civilian lives with their families.

2. Strategies:

- a. Invest in enhanced coordinated care throughout our region.
- b. Assist veterans and their families with attaining and increasing financial stability.
- c. Invest in programs that will provide secure and safe housing for veterans.
- d. Provide veteran-centered retreats and activities that connect local veterans.

III.

Stabilizing Families and Individuals

United Way and its partners strive to stabilize people in crisis through emergency food and traditional and long-term housing services. We provide support to families and individuals experiencing domestic violence and sexual assault, along with educational programming to prevent future violence. We help people become self-sufficient.

III.A. Targeted Issue: Hunger and food access

1. Desired Outcomes:

- a. Decreased number of children who are food insecure.
- b. Decreased number of individuals and families experiencing hunger.

2. Strategies:

- a. Provide weekend meals to children during the school year through the UWNEMN Buddy Backpack program.
- b. Provide summer lunch through the UWNEMN Meet Up and Chow Down program.
- c. Invest in programs that provide access to food for individuals and families that are at risk of being food insecure.
- d. Support food shelves and hunger-relief programs.

III.B. Targeted Issue: Stable living environment for individuals and families – transitional and long-term

1. Desired Outcomes:

- a. Increased access to transitional and permanent housing for the homeless.
- b. Increased number of families and individuals who have access to essential household items.
- c. Increased number of children receiving crisis support in emergency situations.

2. Strategies:

- a. Invest in programs that provide transitional housing and shelter for families and homeless youth.
- b. Invest in programs that can provide essential household items to families and individuals in transition, like the UWNEMN Comforts of Home program.
- c. Support programs that provide emergency services for children in crisis.

III.C. Targeted Issue: Domestic violence and sexual assault

1. Desired Outcomes:

- a. Increased number of programs on domestic violence and/or sexual assault prevention education.
- b. Increased services and shelter for victims of domestic violence and/or sexual assault.
- c. Decreased number of victims experiencing domestic violence and/or sexual assault.

2. Strategies:

- a. Invest in programs that provide education, prevention, supportive services, crisis intervention and/or emergency shelter related to domestic and sexual violence in our region.