



**United Way
of Massachusetts Bay
and Merrimack Valley**

United Way Impact in FY2010 and Beyond

June 8 and June 10 2009

Purpose of Today's Meeting



Update on FY2010 funding and next funding cycle

What we've accomplished; where we're going

- Children
- Youth
- Families

Your advice: How do these messages resonate?





Updates and Announcements

- FY2010 Funding – 4% reduction
- Next Funding cycle
 - Three years – FY2011 through FY2013
 - General Operating Support
 - Initiatives and Public Policy
- Key Dates:
 - Draft RFP for comment – June 30
 - Merrimack Valley orientation on investor model and outcomes -- July
 - RFP Release – mid-August
 - RFP Orientation – mid-August and mid-September
 - Application Due – October 23
- Early notification for most affected agencies – March 2010

Our goals...

- **Ensure children are ready to learn when they enter school**
 - The most valuable and lasting thing we can do for our young children.
 - This *dramatically* increases their chances of lifelong success.

Keep youth engaged in learning so they graduate able to compete

- Keeping youth engaged in learning significantly increases chance of graduation.
 - Opens up opportunities and allows them to compete in the marketplace.
- **Help families achieve financial stability**
 - Meet their basic needs.
 - Ensure their housing is stable and their incomes are sufficient.



Results: Agency Portfolio Performance

UW can quantify agency performance and program results

Agencies are performing extremely well

- 71% of all agencies expect to meet 100% of their targets
- 15% of all agencies expect to miss at least 2/3 of their targets

Results for Today

- **Children:** 21,000 children attending a quality early care program
470 children with mental health concerns staying in early care program
200 parents with more positive interactions with their children
Early care agencies using research based tools to identify development issues
- **Youth:** 115,000 youth attending quality afterschool programs
6,000 youth are in mentoring relationships
1,000 youth demonstrate improved school performance
State mandated training on Connecting Schools and Afterschools
- **Families:** 2,900 individuals obtained job skills (Mass. Bay); 780 (Merrimack Valley)
3,000 avoided foreclosure, eviction and homelessness
Housing First model adopted by all affiliates; statewide acceptance
250,000+ received assistance with their basic needs

Healthy Child Development



• Need in the Community

- Children are not entering school nurtured and ready to learn.
- Starting school “behind the curve” has profound long-lasting impacts on the child, and future costly remedial public expenditures in education, social services, employment and incarceration.

• Responses and Strategies - Supported by science and evaluation research

- **Helping Parents Nurture their Children so they can learn in school and succeed in life**
 - Home Visiting; Parent Education; Connection to resources (Born Learning, Early Childhood System of Care (ESOC), Mass211)
- **Closing the Achievement Gap in Early Childhood**
 - Identifying and addressing problems before they get in the way of learning (use of research-based screening and assessment tools, Thrive in Five)
 - Giving staff the unique knowledge and skills they need to support children’s early development and learning (Thrive in Five)
- **Improving the Delivery of Services Statewide**
 - Ensuring there is “No Wrong Door” for families seeking help (ESOC)
 - Public Policy: administrative advocacy (Birth to School Age Task Force) and legislative advocacy (children’s mental health agenda)

Healthy Child Development – Evolving Measures



Screening, Assessment and Referral

Intervention or Treatment

Building Strong, Competent Families



Increasing Youth Opportunities



- **Need in the Community**

- Youth are not engaged in school, many are not graduating...limiting their opportunities for success as adults.
- Youth lack caring adults in their lives to support and guide them in the decisions they make.

- **UW Responses and Strategies**... supported by science and evaluation research

- **Creating Opportunities for Caring Adult Relationships with Youth**

- Increasing the quality and quantity of mentoring relationships (Business Meets Community, gender sensitive programming)

- **Connecting Schools to Afterschool Programs and Engaging Youth**

- Training school administrators, teachers and afterschool staff to improve communications, align curriculum and create continuity on behalf of students (Out of Harm's Way, MSTi), engage disconnected older youth (ROI)

- **Improving the Delivery of Services Statewide**

- Creating public-private statewide agenda for youth with a common vision, measurable outcomes and shared accountability w/state agencies, MA UW's and CBO's

Increasing Youth Opportunities – Evolving Measures



Adult-Youth Relationships

Civic Engagement and Leadership

Healthy Behaviors

College and/or Work Ready

Family Engagement

Family Financial Stability



- **Need in the Community**

- Too many Families cannot always provide for their own basic needs.
- Many families are not financially stable and lack skills to achieve alone.

- **UW Responses and Strategies**... supported by scientific findings

- **Assist families obtain basic needs**

- Provide financial support for food, clothing, heat, shelter, etc. (CSF)
- Facilitate access to public entitlements such as food stamps, child care, housing, health care coverage, etc. (Mass211)

- **Create financial stability for families using a variety of tools**

- Increase access to Earned Income Tax Credit, Individual Development Accounts and quality of financial education
- Assist in obtaining safe, affordable and permanent housing (Housing First)
- Create access to education and job training programs that lead to self-sufficient employment

- **Improving the Delivery of Services Statewide**

- Creating statewide systems that communicate with one another and provide services with the long term financial health of the family in mind
- Enhance Mass211



Family Financial Stability – Evolving Measures

Obtain or Retain Affordable Housing

Gain Basic Skills or Job Skills

Gain Employment leading to Economic Stability

Financial Knowledge and Skills

Affordable Housing Supply

From Agency Investment, to Scale, to Systemic Change UW - Uniquely Positioned – Like No Other



- Today's community challenges seem so overwhelming. One group, one politician, one agency is not enough. It takes us coming together and responding collectively. United Way provides the forum to do just that.
- United Way is a place where *all* people can come together for one common purpose – to make our communities more vibrant and our families more stable and secure so that together we can provide every opportunity for our children to thrive.
- United Way is uniquely positioned to provide these opportunities for people to come together to make a bigger difference than they could on their own. United Way leverages many individual's philanthropy, time and talent and targets them strategically toward community challenges.
- When one is not enough to get the job done – there is United Way.

Discussion Questions



How do our strategies and their evolution align with your strategic direction?

How do these messages resonate? How can we (UW and agencies) sell these to donors?

