

# UWBC IMPACT AGENDA

## WHY

United Way of Bartholomew County envisions a community where every child is supported in and outside of the classroom, every family has their basic needs met, and every person leads a stable, successful life. Our Bold Goals represent our collective ambition that everyone has the **opportunity** to thrive.

Poverty is undermining that opportunity for more than 23,000 people in Bartholomew County. We believe we must focus on people that are below 200% of poverty if we want to make faster and more equitable progress toward the Bold Goals.

We believe the highest priority for UWBC to maximize impact is to serve those at 200% of poverty or lower with a special focus on those with children.

We aspire to help people move into self-sufficiency by integrating Education, Income, and Health strategies for the children, families and individuals in our community.

## GUIDING PRINCIPLES

**EQUITY:** We strive to elevate the voices of those most impacted by disparities and then to work to close those disparity gaps. It means removing barriers and acknowledging that different groups need different services to have a fair playing field.

**SHORT AND LONG TERM IMPACT:** Our approach focuses on moving people out of poverty in the near term, breaking the generational cycle of poverty for children in the long term and improving our community 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 too fragmented. We believe much more coordinated and integrated solutions are needed to help families in poverty overcome complex, inter-related challenges.

**COMMUNITY VOICE:** We believe the voices, 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 the recipients of outcomes.

**LEARNING-ORIENTED:** We will embrace a more flexible approach that seeks to continuously learn together to improve results.

**EVIDENCE AND INNOVATION:** We will sustain and scale outcomes-based programs that work, while also making room for identifying, testing and implementing new innovations.

**HOLISTIC:** We will serve families and individuals in a comprehensive way while reaching out to meet people where they are.

## KEY CHANGES IN UNITED WAY'S APPROACH

### FROM

- ⇒ 74% total investment serving people below 200% of poverty
- ⇒ Multiple target populations
- ⇒ Majority focus on individual programs
- ⇒ Fragmented funding strategies
- ⇒ More directive process

### TO

- ⇒ 85% total investment serving people below 200% of poverty
- ⇒ Priority focus on families with children in poverty
- ⇒ More focus on collaborative efforts
- ⇒ Integrated funding strategies
- ⇒ More flexible, learning-focused process

# 5-YEAR UWBC IMPACT AGENDA

