



# BREAKING THE CYCLE OF POVERTY

United Way of Greater Greensboro's strategy to move families out of poverty

**Despite positive signs,  
poor getting poorer,  
according to State of the  
City Report**

- 01/14/15 Greensboro News & Record

**Nonprofits trying not  
to lose ground in fight  
against poverty**

- 08/24/14 Greensboro News & Record

**Greensboro United  
Way Targets Poverty**

- 08/18/14 Triad Business Journal

## Introduction

After almost two years of research and analysis, United Way's staff, board of directors, and community nonprofits providing human services have created an integrated collaborative. The integration of services will begin with local nonprofits linked to assist in elevating families out of poverty and represents an innovative and strategic solution for our community. March 26, 2015 establishes the first day of integrated service delivery in the new Family Success Center located at Guilford Child Development for our residents living in zip code 27406. United Way of Greater Greensboro's leadership and resources will be invested for the long-term throughout the community to present solutions to low-income families. A plan to implement the Family Success Center is outlined in the following pages.

# 2015-2018 Plan

**Pilot and launch Family Success Centers** led by UWGG and selected human service partner organizations to address the root causes of poverty to prepare families to achieve financial independence and stability

**Problem:** 20% poverty rate in Greensboro, NC

## Pilot Objective

The intent of the pilot (spanning an 18 month period) is to test, learn, and measure outcomes associated with increased financial stability of families. Pilot results will be leveraged to determine scalability of programs and services. The launch plan will be based on learnings from the initial pilot.

## Scope of Pilot

Select one of four zip codes in Greensboro, NC that have a disproportionate number of people living in poverty. People living in these zip codes face many barriers to success including insufficient job opportunities, insufficient resources to meet their basic needs and insufficient transportation. As a result many families are unable to reach financial stability and remain stuck in a cycle of poverty. The pilot group will include up to 100 families and will occur between March 2015 and June 2016 at a partner organization located in the 27406 zip code.

Zip Code	Households earning less than \$15,000	Households earning \$15,000-\$24,999	Unemployment Rate	% of people with less than High School diploma	Head Start Centers
27401	25.7%	15.4%	20.4%	18.2%	• Guilford Child Development
27405	19.2%	15.7%	12.7%	18.6%	• Head Start of Guilford • Head Start on Summit • Guilford Child Development
27403	18.8%	17.3%	13.2%	12.8%	• No known Head Start Centers
<b>PILOT</b> 27406	19.5%	14.3%	13.9%	18.2%	• Bristol Head Start • Shiloh Head Start • Guilford Child Development Center • Guilford Child Development Metropolitan • Ray Warren

## Pilot Principles

- **Whole Family Serviced:** Address needs of all members of the family unit
- **Place Based Services:** Service delivery occurs on-site at a partner location that offers:
  - Space to host service delivery and oversight personnel
  - Internet access
  - Space available to be used during traditional business hours and after hours
- **Controlled Test:** Pilot should include up to 100 families
- **Family Engagement:** Families will be interviewed and agree to participate
- **Test and Learn:** Test and control groups will be established in order to measure results between program participants and non-participants.
- **Client Input for Design:** Parent and family surveys will be conducted to determine services for inclusion in the pilot
- **Flexible Access:** Family Success Centers will operate for a minimum of 1 day per week and a maximum of 5 days per week

## Framework

- Common intake
- Assigned family success coach
- Customized goals and service plan for each member of family
- Flexible, easy, accessible and accountable service delivery
- Integrated solutions between multiple service providers
- Common metrics, confidentiality of shared data, and scorecard development
- Assess and modify program design and participant engagement as appropriate
- Determine scalability of component pieces and resource requirements

## Resources

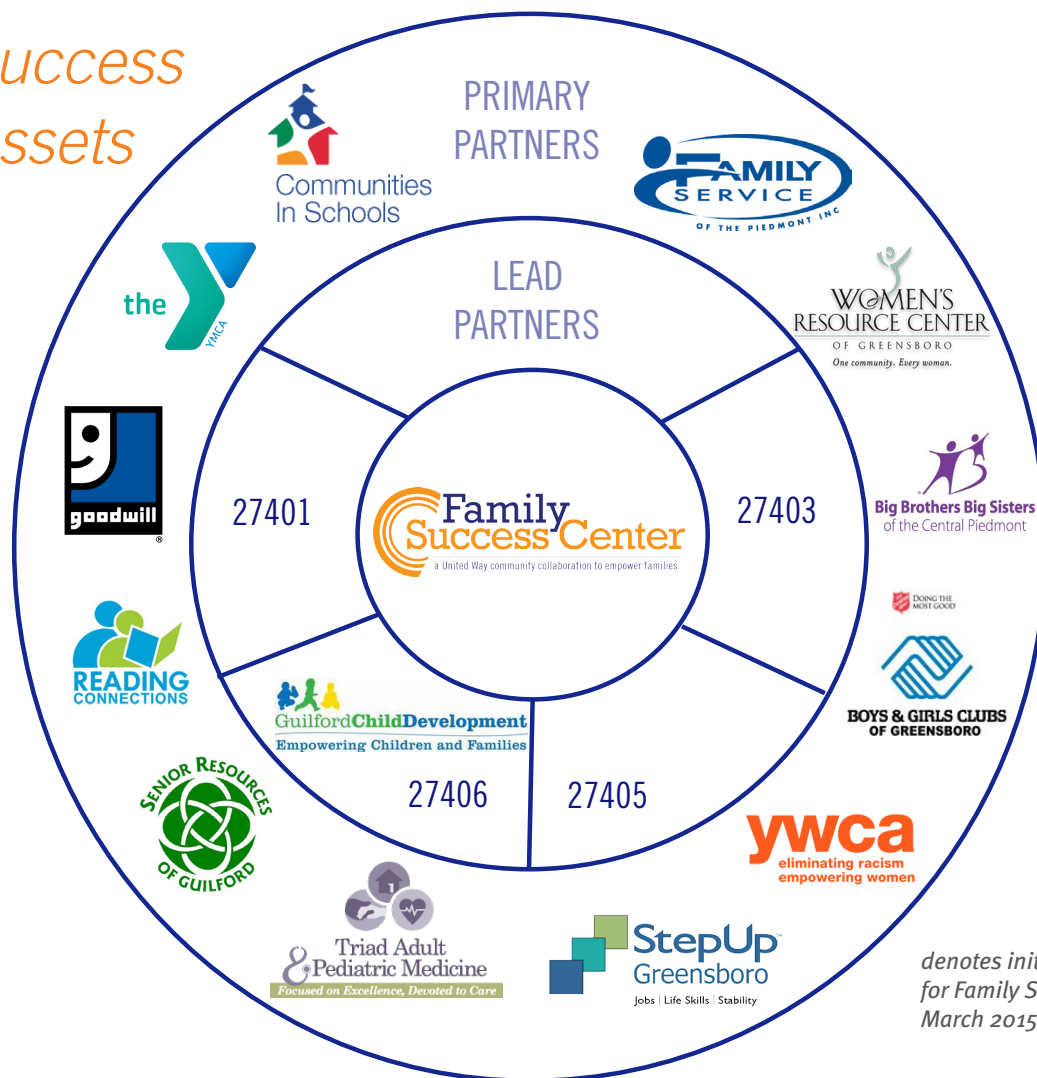
- Commitment and support of partner to provide staff and location in select communities
- Programming occurring outside of traditional operating hours
- Onsite UWGG Success Manager
- AmeriCorps VISTA
- Resources from nonprofit service providers to meet needs of pilot participants
- Shared database – intake, contact history, service outcomes, service requirements, etc.
- Childcare, food, transportation, incentives, and other incremental items to drive positive behavior and outcomes

**Cost** to pilot and launch four Family Success Centers - \$2 million

## Targeted Outcomes and Metrics

Outcome	Short-Term (15-month) Indicators
Maximize eligible benefits/income supports to boost net household income	<ul style="list-style-type: none"> <li>• # of families who have applied for all benefits for which they are eligible</li> <li>• # of families that report increased ease of access</li> </ul>
People get and hold jobs that provide a reliable source of income	<ul style="list-style-type: none"> <li>• # of people who gain employment</li> <li>• # of people who get a better job</li> <li>• # of people that report feeling more confident in their job skills and readiness</li> </ul>
Increased financial capability (= knowledge + behaviors)	<ul style="list-style-type: none"> <li>• # of people with increased financial literacy</li> <li>• # of people who use a budget</li> <li>• # of people who have a bank account</li> <li>• # of people who begin saving</li> <li>• # of people who report feeling more confident managing their finances</li> </ul>
Improved school readiness	<ul style="list-style-type: none"> <li>• Improved outcomes on learning and development domains defined by partner location</li> </ul>
Improve knowledge of effective parenting practices that support child's learning and early literacy	<ul style="list-style-type: none"> <li>• # of parents who report increased knowledge of effective practices</li> </ul>
Improved attendance, behavior, and academic performance	<ul style="list-style-type: none"> <li>• # of children with Improved academic performance</li> <li>• # of children with decreased absenteeism</li> <li>• # of children with decreased disciplinary actions</li> <li>• # of children who report feeling better about school</li> </ul>
More families have health insurance	<ul style="list-style-type: none"> <li>• # of people who obtain health insurance</li> <li>• # of people who report increased ease and access of insurance</li> </ul>
Improved physical and mental health	<ul style="list-style-type: none"> <li>• # of people who report improved mental health</li> <li>• # of people who are connected to primary care providers</li> <li>• # of people who obtain appropriate medications</li> </ul>

# Family Success Center Assets



denotes initial partners  
for Family Success Center,  
March 2015 pilot

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