



COMMUNITY IMPACT OUTCOMES

2013-2014 REPORT

GIVE. ADVOCATE. VOLUNTEER.

United Way of Greater Greensboro

UnitedWayGSO.org

LIVE UNITED





LIVE UNITED

United
Way



“WATCH OUT, WORLD.
I HAVE BIG DREAMS.”

- Adults with a high school diploma earn 27% more than adults without. Those with a four-year college degree earn 41% more than high school graduates.¹
- Third graders who cannot read on grade level are 4 times less likely to graduate from high school; those living in poverty are 13 times less likely to graduate.²
- Low-income students lose two to three months of reading ability over every summer vacation, resulting in falling 2 ½ to 3 years behind by 5th grade.³

¹ http://www.bls.gov/emp/ep_chart_001.htm ² http://blogs.edweek.org/edweek/inside-school-research/2011/04/the_disquieting_side_effect_of.html

³ <http://gradelevelreading.net/our-work/summer-learning-loss>



Educational programs matter and make an impact.

OBJECTIVE 1

Every child enters school healthy, safe and ready to succeed.

HOW WE MAKE THAT HAPPEN

Support parents as a child's first and most important teacher

High quality early learning environments for children in high-risk communities

Enhancement of early literacy and pre-reading development of young children

2013-14 OUTCOMES

95%

of program participants indicate increased or enhanced knowledge of and confidence in using effective parenting practices that support the child's learning

Final outcome based on 135 participants measured

95%

of children in high-risk communities are enrolled in high quality pre-K programs before entering kindergarten (including 4 and 5 star programs)

Final outcome based on 2,721 participants measured

73%

of program participants report increased or enhanced knowledge of and confidence in using effective practices that support children's early literacy

Final outcome based on 84 participants measured

Investment

\$322,124

\$360,182

\$17,000

Total investment

\$699,306

OBJECTIVE 2

Children and youth are empowered and prepared to succeed in school and in life.

High quality activities for children and youth during out of school time

82%

of program participants are engaged in high quality after school programs and demonstrate adequate or increased competencies in content areas relevant to success in school and life

Final outcome based on 4,539 participants measured

86%

of program participants who advance to the next grade level or demonstrate academic improvement

Final outcome based on 886 participants measured

92%

of parents or caring adults report increased or enhanced knowledge of and confidence in using effective practices that support children's educational achievement

Final outcome based on 24 participants measured

75%

of parents or caring adults report increased or enhanced knowledge of and confidence in using effective behaviors/ practices that support child's character and life skills development

Final outcome based on 2,789 participants measured

\$1,011,642

\$275,598

\$134,833

\$606,468

Total investment

\$2,028,541

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**“MY FAMILY’S FUTURE
KEEPS GETTING BRIGHTER.”**

- Nearly 20% of all people living in Greensboro live below the federal poverty threshold¹ of \$11,670 for an individual or \$23,850 for a family of four.²
- To afford a two-bedroom apartment at fair market rent in the Greensboro/High Point area (\$709/month),³ a person earning minimum wage (\$7.25/hour) must work 75 hours a week.⁴

¹ U.S. Census Bureau. (2012). 2012 American Community Survey 5-Year Estimates. U.S. Census Bureau. Greensboro City, North Carolina.

² <http://aspe.hhs.gov/POVERTY/14poverty.cfm> ³ http://www.huduser.org/portal/datasets/fmr/fmrs/FY2014_code/2014summary.odn

⁴ <http://nlihc.org/library/wagecalc>



Focusing on income and resources makes an impact.

OBJECTIVE 1

Individuals and families become financially stable and able to build for their future by gaining the right knowledge and skills.

HOW WE MAKE THAT HAPPEN

Financial education to empower individuals and households at risk to maximize their income and assets

Knowledge and skills for workforce to attain and retain stable employment and living-wage jobs

2013-14 OUTCOMES

87%

of individuals show an increase in financial literacy and program relevant knowledge

Final outcome based on 400 participants measured

72%

of program individuals who become employed as a result of program activities

Final outcome based on 417 participants measured

Investment

\$150,725

\$184,027

Total investment

\$334,752

OBJECTIVE 2

Individuals and families are able to prevent crisis that could derail their financial future, through knowledge and support services.

Improved access to and awareness of public and nonprofit assistance

91%

of target population who has knowledge of and can access public and nonprofit assistance

Final outcome based on 958 participants measured

92%

of program participants who perceive that the community support provided by a program helped them prevent or minimize crisis.

Final outcome based on 2,042 participants measured

97%

of program participants who perceive that the assistance provided was effective for minimizing impact of the crisis

Final outcome based on 12,521 participants measured

73%

of program individuals or households who demonstrate an increase in knowledge/skills to prevent further crises

Final outcome based on 452 participants measured

\$48,720

\$503,797

\$842,495

\$71,777

Total investment

\$1,466,789



**I HAVE THIS ONE BODY
AND IT'S UP TO ME TO
KEEP IT HEALTHY.**

- Forty-percent of low-income parents in North Carolina are uninsured, which ranks the state 44th of 50 states.¹
- Access to care isn't the only barrier. One health literacy study in public clinics found that 42% of patients did not comprehend instructions on how to take medication and 49% could not determine if they were eligible for free care by reading financial aid forms.²

¹ <http://scorecard.assetsandopportunity.org/2014/measure/uninsured-low-income-parents>

² <http://www.ama-assn.org/resources/doc/ama-foundation/healthlitclinicians.pdf>



Supporting health and wellness helps people thrive.

OBJECTIVE 1

Individuals have the opportunity to live a healthy life through access to information, resources and local health services.

HOW WE MAKE THAT HAPPEN

Promotion of health literacy

88%

of recipients feel confident and capable of accessing or utilizing necessary healthcare resources and services

Final outcome based on 317 participants measured

Investment

\$172,652

Information and outreach to connect people to available and appropriate healthcare resources

73%

of recipients feel confident and capable of accessing or utilizing necessary healthcare resources and services

Final outcome based on 3,303 participants measured

\$68,921

Total investment

\$241,573

OBJECTIVE 2

Individuals will overcome barriers to healthcare and live a healthy life with access to local health services.

Access to mental health and substance abuse services

29%

of recipients report having a primary care provider/ medical home/source of ongoing care

Final outcome based on 2,645 participants measured

77%

of recipients demonstrate improved health outcomes

Final outcome based on 1,477 participants measured

\$507,955

Access to specialized health care

90%

of recipients report having a primary care provider/ medical home/source of ongoing care

Final outcome based on 1,345 participants measured

94%

of recipients demonstrate improved health outcomes

Final outcome based on 616 participants measured

\$978,052

Total investment

\$1,486,007

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UnitedWayGSO.org

Learn more about United Way of Greater Greensboro's work in our community at UnitedWayGSO.org/OurFocus

United Way of Greater Greensboro's Community Impact Reporting is designed to increase understanding of the community-wide impact United Way creates through partnerships with human service programs, rather than focusing solely on individual program achievements. By using a common measurement tool and reporting on like indicators and outcomes, we are able to tell the whole story of how our investments are making a meaningful difference by addressing the root causes of our community's most critical issues.

