



# Moving Toward Community Impact

## A MESSAGE TO OUR AGENCIES



# Our Mission:

Rallying Resources to Meet the Needs of Our Communities

# Community Impact is...



# Community Impact Calls for a Shift in Thinking



## From:

What agencies need

Agency funder

Measure success by the amount of annual campaign dollars raised

Respond to community's broad needs and requests

## To:

To what the community needs

A community solutions leader

Measure success by community leadership and impact

Significantly impact prioritized community goals

# The Road to Community Impact: Changing Directions



From  To

United Way's agendas

Communities' agendas

United Way's role is funder

United Way's role in multi-faceted

Strategy is to fund direct services

Strategy: change community conditions

Resources = just money

Resources include people, relationships, etc.

Partners: Primarily agencies

Partners: Whoever can play a role

Give = donate to United Way

Give = invest in community

UW operates as 2 businesses

All organizational resources align under a target plan and goal



# What is United Way's Role?

- **Not only Funder, but...**

A **variety** of roles, depending on the **issue** and **strategy**

# The Roles of a Community-Impact United Way



# What Strategies Do We Pursue?

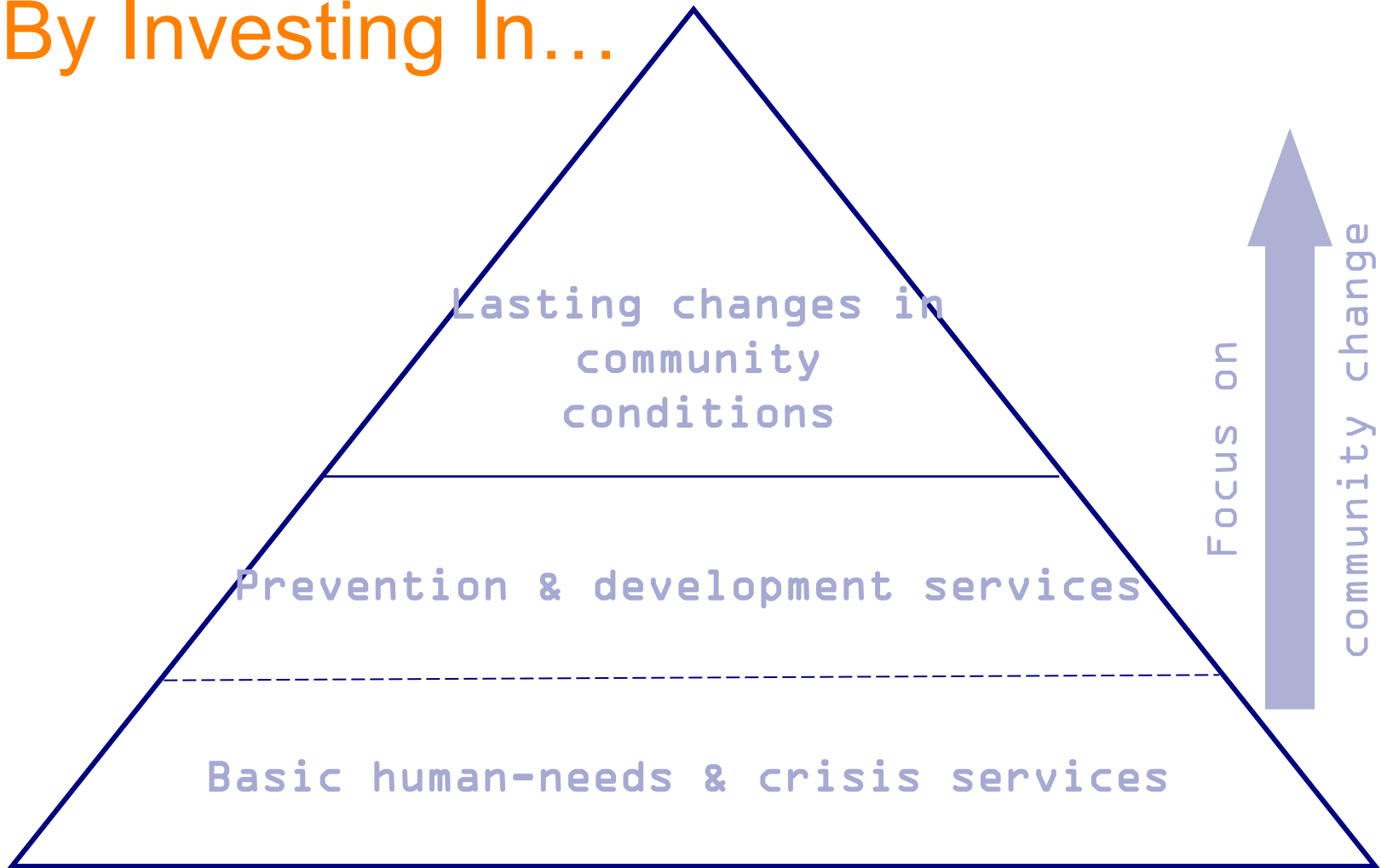
- **Not just funding direct services**

Creating **sustained changes** in  
**community conditions**





# Improving Lives By Investing In...



# Who Are Our Partners?

⊘ *Not only member agencies*

# Potential Partners

- ✓ Partner Agencies
- ✓ Individuals
- ✓ Corporations
- ✓ Labor groups
- ✓ Government
- ✓ Foundations
- ✓ Academia
- ✓ Civic organizations
- ✓ Informal associations
- ✓ Neighborhood networks
- ✓ Faith-based groups

# What Does “Giving” Mean?

- ⊘ *Not just donating to*  
*United Way*
- ✓ *Investing in*

Issues

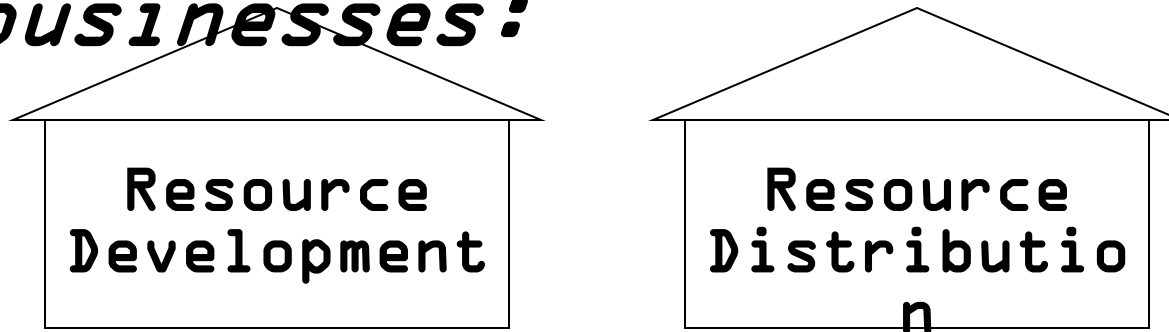
*Strategies*

Solutions

*THE COMMUNITY*

# How Does United Way Operate?

⊘ *Not as two separate businesses:*



✓ *As a community impact business:* organizational resources & activities aligned for community impact

# Key Factors For Success

- Leadership
- Partnership
- Plan
- Resources
- Results
- Ongoing coordination and course correction



# Things you should know



- Our Agencies are very, very important to us
- We will educate, communicate and help you through this transformation.
- We want you to join us in this transformation
- This is a process that will take time. We have been making progress.
- This change is a good one. We believe it will be a better change for our agencies, our communities and the United Way.
- All agencies should posture themselves to begin to measure outcomes and develop programs around the target initiatives.
- This is a learning process for all of us. We will make mistakes. If you see gaps in communication, have fears or questions please let us know. We will do our best to make this transition as easy as possible.
- This is not a United Way initiative. These are not United Way directives. These are not United Way needs.
- **THIS IS A COMMUNITY INITIATIVE, DIRECTIVE, REQUEST AND NEED.**

# Why Education?



United Way's around the nation have spent ample time analyzing community needs and found that although we have always provided support for individuals affected by vast areas of different issues, we were not **targeting** the core issues that lead to community problems.

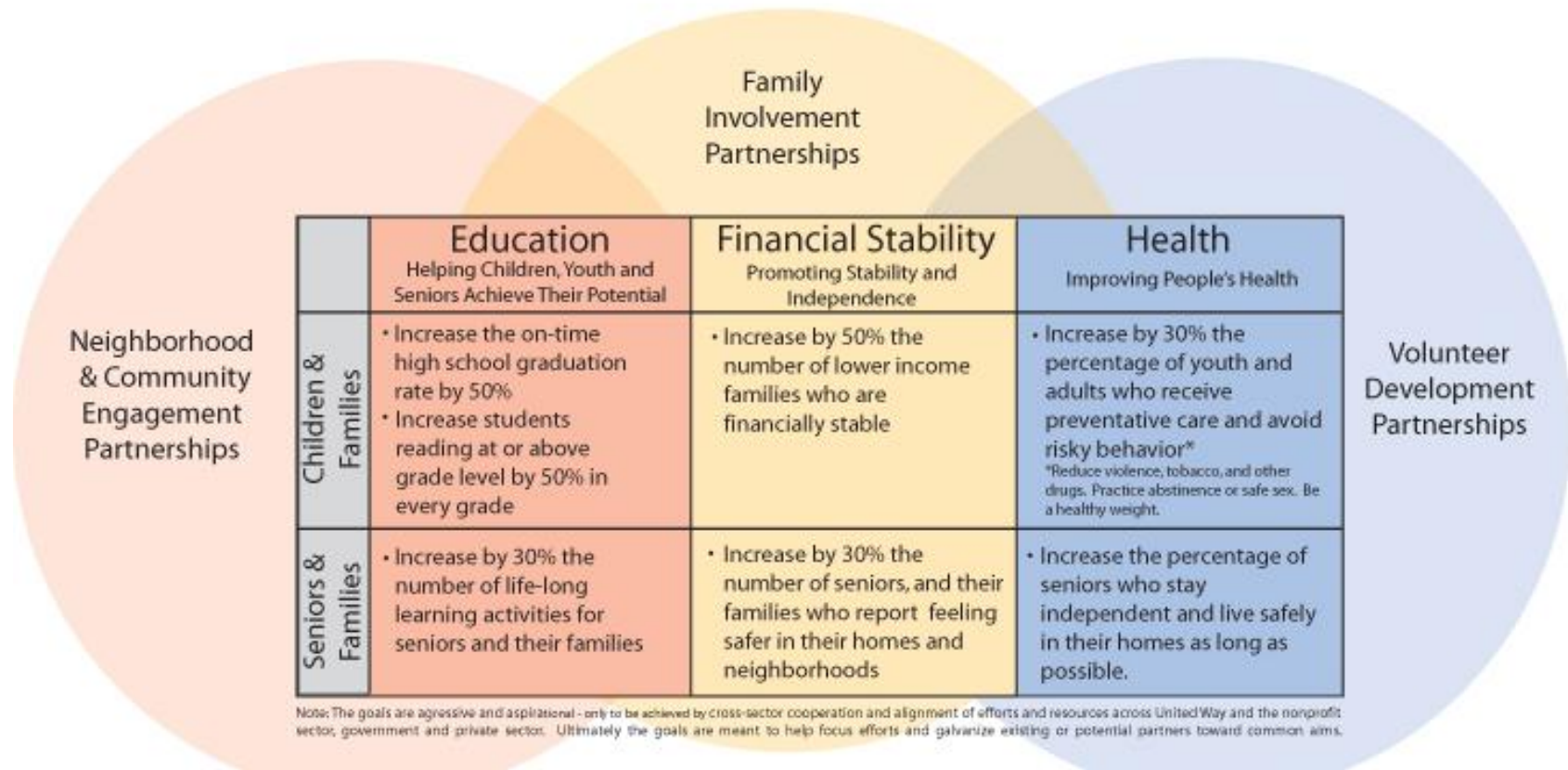
United Way's Board of Director's along with volunteers in coordination with the national goal of United Way Worldwide, *Creating Opportunities for a Good Life for All* agree that we must focus on three program priority areas, also known as community impact areas, and under which all programs and services funded by UWSCI must fall.



We did this in an effort to focus from reactive to preventive in order to create systemic and sustainable changes in our community.



# Aggressive 10 year nationwide goals



# Education



With guidance from United Way Worldwide, other United Ways, learning from other leaders and stakeholders and a community needs survey and we have concluded that the most effective place to start is education.

With the guidance and feedback from many community leaders and education experts, we will continue to further fine-tune our focus.

We feel the most impactful place to start is early childhood education. If children are prepared for kindergarten and successful in grade school, their chances for graduating high-school, attending higher learning and being successful in today's workplace will greatly improve.



# Where Do Basic & Emergency Needs Fit In?



United Way of South Central Illinois supports basic and emergency needs. We currently provide more than \$82,000 annually in order to meet the immediate needs of individuals and families in our community.

However, United Way recognizes that in order to make a broader and sustainable change for individuals with basic and emergency needs, we need to target the root causes of those outcomes. United Way has begun shifting more of its work and focus on prevention initiatives designed to improve the quality of life, stop the cycle of poverty and lower public assistance needs in our community.

# What Is The Impact To Our Partner Agencies?



- United Way of South Central Illinois prioritization and allocation of funding throughout the community will shift in order to align with our targeted focus on Education.
- United Way of South Central Illinois is reaching out to agency partners and other community leaders and resources in the development and implementation of a Educational plan and solutions to that plan.
- Over the past 5 years we have slowly explained to the community and each of our partner agencies on this shift. By now you should all be aware of how our world is changing and the steps we feel are necessary to take in order to create systemic community change.
- We are now ready to increase our pace and hope you will join us in the race.



**FUNDAMENTALLY, WE BELIEVE  
DOLLARS INVESTED WISELY IN THE  
DEVELOPMENT OF OUR CHILDREN WILL  
DELIVER THE GREATEST RETURN TO  
THE COMMUNITY**

# Join Us in LIVING UNITED.

