

Start with the End in Mind

Purpose: Look at the needs in our community and see where United Way of Dane County fits in.

Audience: 6+ People

Time: 15-20 minutes

Around 57,000 of our neighbors are living in poverty. They face obstacles every day that many of us never ever think about. Let's take some time to think about the factors influencing poverty in Dane County.

1. Start by asking the group to brainstorm obstacles people face when trying to succeed in school, work and life. Some examples would be transportation for work, eviction, access to nutritious food or childcare. If you have a large group, consider breaking into smaller groups to hear from everyone. [5-7minutes]
2. After brainstorming, bring everyone back together and ask them to start grouping the obstacles into similar buckets (ultimately you should have 3 main areas: Income, Education and Health). [3-5 minutes]
3. Break people into groups and assign one of the areas to each group. Discuss solutions or ideas to help with the obstacles originally mentioned. [7-10 minutes]
4. Come back together one last time and share out solutions you came up with. [5-10 minutes]

[Talking point] Thank you for taking some time to discuss the obstacles and potential solutions to poverty in our community. Our bet is that after a few minutes of conversation and thought, you came to the same conclusion that United Way of Dane County and our partner agencies have been working on for nearly 100 years. It's a lot more complex and one of the easiest ways to help solve the issues is by providing education and resources to the people who are working towards those results. Take a look at our Community Impact Report to see some how your generosity is strategically being invested in our community.

2020 Community Impact Report: <https://www.unitedwaydanecounty.org/wp-content/uploads/2020-UWDC-Community-Impact-Report.pdf>