

Strategy #4: Ensure children in poverty are developmentally ready to be successful in school.

Tactics:

- **Expand the capacity** of home visitation programs, such as the Parent-Child Home program, that help parents be their child’s first teacher.
- **Build upon the success** of the Early Childhood Zones collaboration.
- **Improve the availability** of high-quality early childcare programs to low-income families, including those working the third shift.



Major Learnings

1. **Three Key Factors** are needed for a family to be economically stable
 - Family-sustaining employment
 - Stable housing
 - Parenting supports

With only 1 or 2 factors, the family will remain in poverty.
2. We **CAN** reduce poverty with a **local** approach and **local** strategies.

Call to Action

- To employers to offer family-sustaining wages, career opportunities, consistent scheduling and flexibility for families with child-related needs.
- To service providers for better collaboration to help families holistically.
- To our entire community to volunteer their time and share their skills and knowledge. Engage volunteers in neighborhoods to build a sense of community and increased advocacy for young families. Continue conversations on the role of race, racial justice and racial inequity in Madison and Dane County.

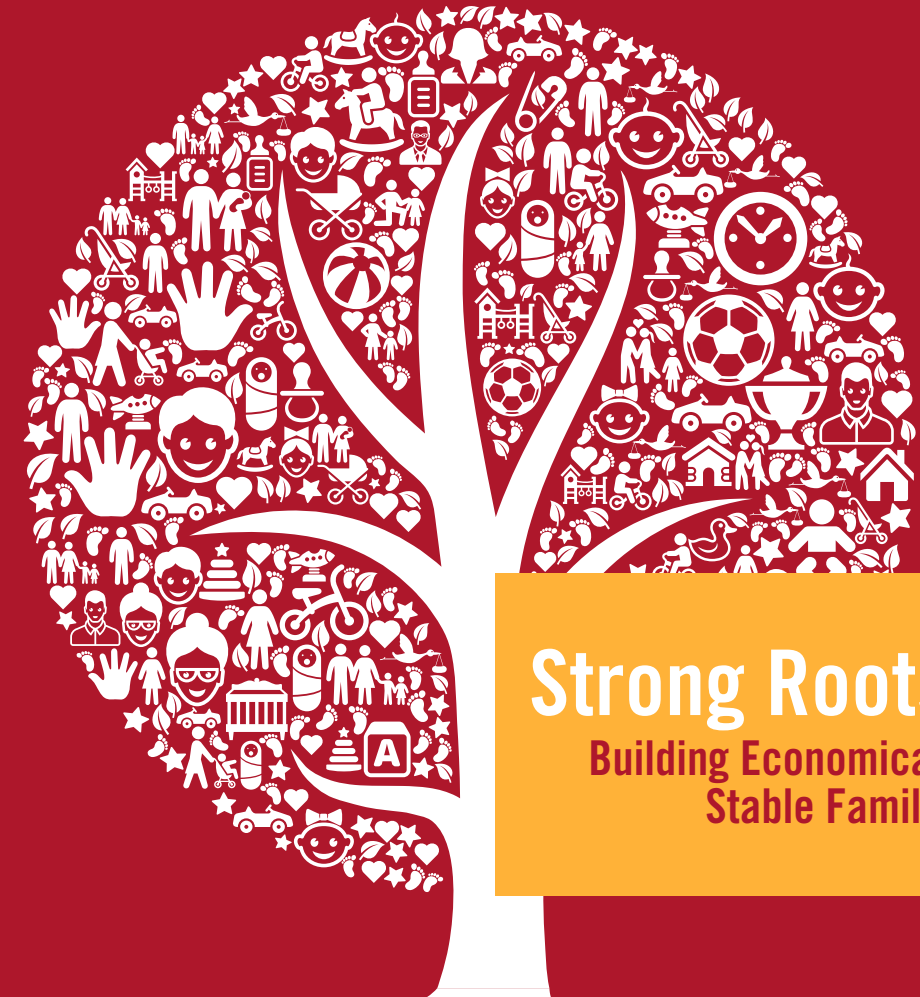
Poverty is a persistent and complex challenge for our Dane County community, but we believe all families have strengths, desire, and self-determination to create an economically stable future for their children.



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Full mobilization plan “Strong Roots: Building Economically Stable Families” available at www.unitedwaydanecounty.org/mobilization-plans

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Strong Roots:
Building Economically Stable Families



More People are on Pathways out of Poverty

In the fall of 2014, United Way convened a group of community leaders and formed the Delegation to Create Economic Stability for Young Families*. The Delegation's charge was to research and determine local approaches and strategies that we can deploy to (1) decrease the number of young families with children who are living in poverty in Dane County and (2) specifically address barriers for children and families of color in our community.

Our Goal: Increase the number of economically stable young families, particularly families of color. Our community will achieve that goal through a two-generation strategy that integrates family-sustaining jobs, secure housing, and early childhood supports.

Outcome: An increased number of young families, especially families of color, will have the combination of stable employment, housing, and children who are developmentally ready for kindergarten.

Why It Matters

- **Poverty is one of the largest challenges** children and families face in Dane County.
- **Poverty in families affects multiple generations**, creating a cycle that increases the likelihood children who grow up in poverty will live in poverty as adults.
- **Poverty can affect a child's development**, their academic success, their overall health, and their lifetime earning potential – all barriers to economic stability.
- **Young families of color are often disconnected** from effective, local programs that can help them become economically stable.

“Given the disparities made clear by every study of our racial demographics, a central and urgent story of poverty in Dane County revolves around racial inequities and the lack of opportunity for people of color.”

–The Delegation to Create Economic Stability for Young Families

* Our definition of families includes fathers even if non-resident or non-custodial.

Strategy #1: In collaboration with partners, stakeholders and the community, develop holistic, two-generation, coordinated supports for young families living in poverty.

Tactics

- **Build networks** to ensure families receive access to a combination of employment, stable housing, and parenting supports to provide a foundation to increasing economic stability.
- **Break down silos** of service provisions and funding streams, which have historically focused on either the child or the parent, but rarely on the entire family all at once.

Strategy #2: Secure family-sustaining employment for young families living in poverty.

Tactics

- **Expand the HIRE Education Employment Initiative** to ensure families are linked to employment and career ladders.
- **Invite additional employers** to the HIRE Employer Council to employ more adults at \$15 an hour or more. Employer Council Members are learning new ways to recruit, hire, train, and retain employees working in mutually-consultative partnerships with our employment partner agencies. Visit www.hireindane.org for more.

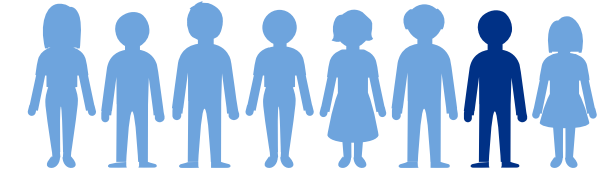
Median Household Income
in Dane County
\$61,721

Poverty Line:
\$23,624 for family of four
Extreme Poverty Line:
\$11,812 for family of four

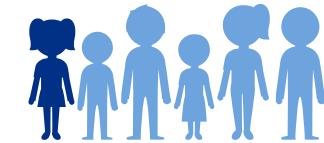


64,918 people in Dane County live in poverty.*

(Dane County's population: 516,284)



1 in 8 Dane County residents live in poverty.

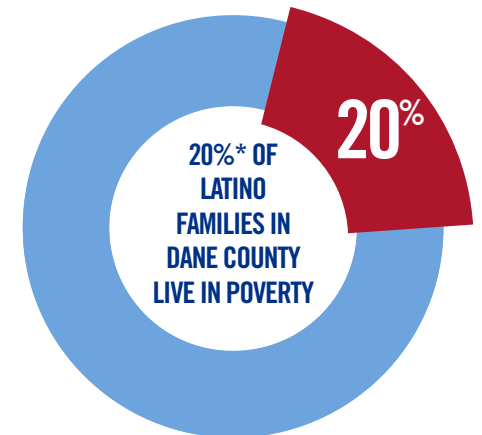
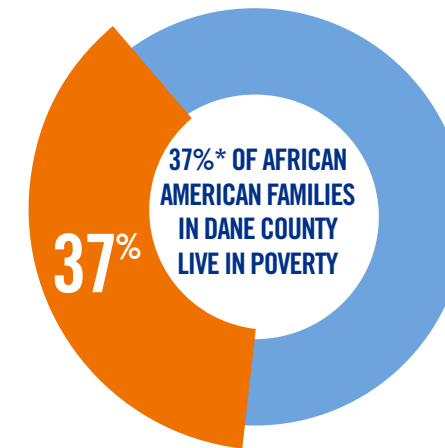


1 in 6 Dane County children live in poverty.

Strategy #3: Increase the amount of affordable, accessible, and available housing in Dane County.

Tactics:

- **Create** more workforce housing.
- **Expand** the capacity of Housing First for homeless families.



* Source: American Community Survey 5-year Estimates 2010-2014