

UNITED WAY OF DANE COUNTY

# PLAN FOR COMMUNITY WELL-BEING

## SUPPORTING 73,000 NEIGHBORS IN DANE COUNTY

### UNITED WAY OF DANE COUNTY MOBILIZES THE CARING POWER OF OUR COMMUNITY SO ALL CAN THRIVE.

From advancing health and education to strengthening livelihoods and local resilience, we connect people to possibility.

Imagine a future where families are healthy and strong, where all children can learn and succeed – and where everyone's needs are met. This is the future we are committed to creating through our

**Plan for Community Well-Being** – a plan built with our community, for our community.

Our vision for a brighter future focuses on improving individual and family well-being so that everyone in Dane County can lead healthy, successful and secure lives. When you look at what makes United Way of Dane County really work, it goes beyond

the numbers – it's the collective spirit of caring to solve whole problems. Through our network of caring connections, we're able to address big-picture issues no one person or organization can solve alone. Every dollar donated to United Way is a powerful catalyst – multiplying six times over to create lasting, meaningful change, right here in Dane County.

At United Way of Dane County, we come together to close gaps and open opportunities in our community. And with our Plan for Community Well-Being and your support, we'll transform measurable outcomes into life-changing support for our neighbors in these four areas:

**YOUTH OPPORTUNITY**  
(EARLY CHILDHOOD & EDUCATION)  
HELPING YOUNG PEOPLE REALIZE THEIR FULL POTENTIAL  
HOME VISITS • CHILDCARE • TUTORING

**HEALTHY COMMUNITY**  
(HEALTH)  
IMPROVING HEALTH AND WELL-BEING FOR ALL  
INFANT-MATERNAL HEALTH • MENTAL HEALTH • HEALTH CARE ACCESS

**FINANCIAL SECURITY**  
(WORKFORCE & HOUSING)  
BUILDING FINANCIAL STABILITY AND STRENGTH  
FAMILY HOMELESSNESS REDUCTION • JOBS SKILLS TRAINING • RE-ENTRY SUPPORT

**COMMUNITY RESILIENCY**  
ADDRESSING URGENT NEEDS TODAY  
AND ADVANCING A BETTER TOMORROW  
UNITED WAY 211 (24/7 ACCESS TO RESOURCES AND SERVICE COORDINATION)  
VOLUNTEER ACTIVATION • NONPROFIT CAPACITY BUILDING • DISASTER RESPONSE

WITH YOUR SUPPORT, WE'LL CONTINUE TO MOBILIZE THE CARING POWER OF OUR COMMUNITY SO ALL CAN THRIVE.

## DONATE TODAY!



[www.unitedwaydanecounty.org](http://www.unitedwaydanecounty.org) • 2059 Atwood Avenue, Madison, WI 53704 • (608) 246-4350



The Power of Caring. Working for All.

# > YOUTH OPPORTUNITY

(EARLY CHILDHOOD & EDUCATION)

HELPING YOUNG PEOPLE REALIZE THEIR FULL POTENTIAL

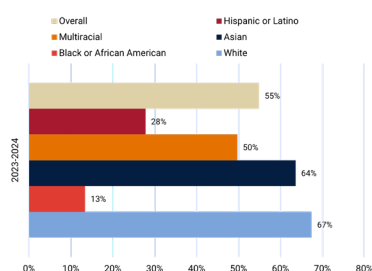


## HOME VISITS • CHILDCARE • TUTORING

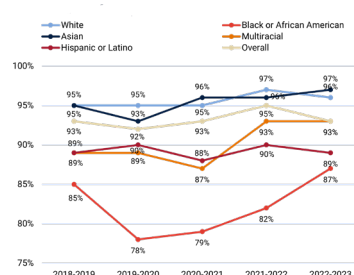
- GOAL:**
1. Build family well-being by intentionally and simultaneously working with children under five and the adults in their lives together.
  2. All students succeed academically, and graduate high school prepared for higher education, career and community.

- MEASURE:**
1. Increase percent of third graders in Dane County reading proficiently at or above grade level.
  2. Increase percent of Dane County students who graduate high school.

THIRD GRADERS READING AT OR ABOVE GRADE LEVEL



DANE COUNTY GRADUATION RATE (6-YEAR COHORT)



### WHY IT MATTERS:

Children who start kindergarten-ready and finish high school are more likely to have the skills required to be successful in post-secondary education, an increasingly complicated job market and society. Adults with higher education levels are more likely to gain employment with family-sustaining wages.

### UNITED WAY'S ROLE:

We're investing in strategies and programs that help support quality childcare and early childhood development – creating connections with families and young children – because we know that parents are our children's first teachers.

We also support and lead programs that help prepare youth for the classroom and life beyond, through tutoring, mentoring and social-emotional learning (like empathy and confidence).



# > YOUTH OPPORTUNITY

(EARLY CHILDHOOD & EDUCATION)

HELPING YOUNG PEOPLE REALIZE THEIR FULL POTENTIAL



## HOME VISITS • CHILDCARE • TUTORING

### STRATEGIES: CHILDCARE AND EARLY CHILDHOOD DEVELOPMENT

1. Increase access to high quality, culturally relevant early care and education experiences particularly for Black, Indigenous and Families of Color experiencing poverty.
2. Build caregivers (parents and early care and education teachers) understanding of healthy child development through family and community outreach (outside of childcare, i.e. home visiting).
3. Connections to community resources and programs: remove barriers to accessing family support services that allow families to access the resources and services they need to overcome the experience of poverty (collective impact).
4. Support/influence policy changes that will deepen early learning and development outcomes for children.

### IN SCHOOL, AFTER SCHOOL AND SUMMER LEARNING, LITERACY DEVELOPMENT, FAMILY ENGAGEMENT AND COLLEGE AND CAREER READINESS (K-12)

1. Facilitate access to additional learning opportunities to enhance students' mastery of academic content.
2. Build students' social/emotional and non-cognitive skills.
3. Ensure students' behavioral health and wellness.
4. Foster connection, belonging, leadership and academic success with youth at risk of disconnecting.
5. Recognize family engagement as a key component to improve student successes and outcomes.



# > FINANCIAL SECURITY

(WORKFORCE & HOUSING)

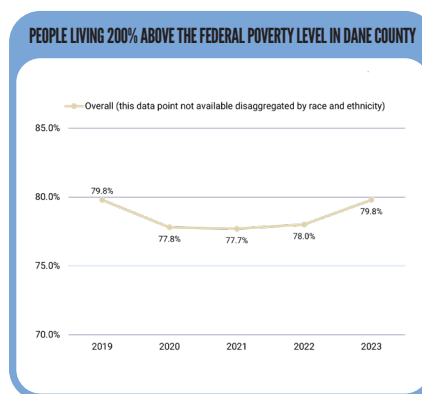
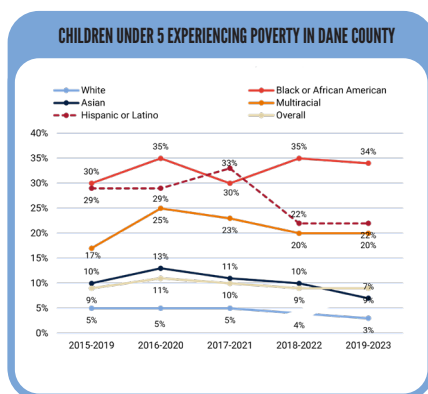
BUILDING FINANCIAL STABILITY AND STRENGTH



FAMILY HOMELESSNESS REDUCTION • JOBS SKILLS TRAINING • RE-ENTRY SUPPORT

**GOAL:** More people are on pathways out of poverty.

- MEASURE:**
1. Decrease in number of children under five experiencing poverty in Dane County.
  2. Increase in people living 200% above poverty level in Dane County.  
*What a family of three needs to rent a two-bedroom apartment in Dane County.*



## WHY IT MATTERS:

When more individuals have jobs earning family-sustaining wages and safe and affordable housing, they are less stressed and more able to provide for themselves and their families – better positioning our entire community and our economy to thrive.

## UNITED WAY'S ROLE:

We're investing in strategies and local programs that help more families get what they need to become economically stable. Through partnerships, we connect participants with the resources to earn a diploma and/or go through industry-specific training, and match with employers who support paying family sustaining-wages.

We also invest in effective family homelessness reduction strategies including food access and case management, and much needed housing inventory.



# > FINANCIAL SECURITY

(WORKFORCE & HOUSING)

BUILDING FINANCIAL STABILITY AND STRENGTH



FAMILY HOMELESSNESS REDUCTION • JOBS SKILLS TRAINING • RE-ENTRY SUPPORT

## STRATEGIES: FAMILY HOMELESSNESS PREVENTION AND AFFORDABLE HOUSING

The Family Homelessness and Affordable Housing strategies ensure that families can maintain housing and avoid evictions as they work toward financial security.

1. Support Quality Case Management for families at risk of or experiencing instability in their housing.
2. Increase investments in Housing First Programs.
3. Invest in Eviction Prevention.
4. Financial coaching specifically partnering with Black, Indigenous and People of Color led organizations already providing financial coaching programming and support services.
5. Invest in home ownership programs.

## JOB READINESS & WORKFORCE DEVELOPMENT: ADULT EDUCATION AND JOB TRAINING

Helping un or underemployed individuals gain full time employment at \$18/hour with benefits in order to achieve financial security.

1. Support Workforce Development.



# > HEALTHY COMMUNITY

(HEALTH)

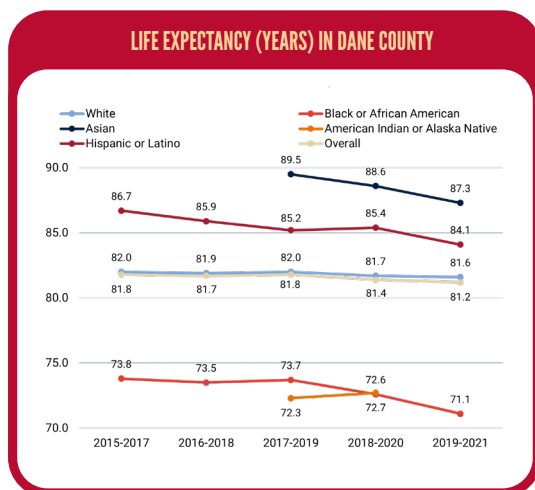
IMPROVING HEALTH AND WELL-BEING FOR ALL



## INFANT-MATERNAL HEALTH • MENTAL HEALTH • HEALTH CARE ACCESS

**GOAL:** A Dane County absent of racial health disparities in physical and mental health.

**MEASURE:** Increase life expectancy in Dane County.  
*A good measure of the population's longevity and general health.*



### WHY IT MATTERS:

While Dane County remains a top place to live, raise a family and retire, for many neighbors, education, income and health inequities and disparities remain consistent. In Dane County, your race and the ZIP code in which you live have a significant impact on your quality of life, life expectancy and health outcomes.

### UNITED WAY'S ROLE:

We're investing in strategies and programs that aim to reduce health disparities, such as health insurance premium assistance and support from community health workers and doulas. We use community-based approaches and increase the diversity of the health care workforce to improve health outcomes for Dane County community members.





# > HEALTHY COMMUNITY

(HEALTH)

IMPROVING HEALTH AND WELL-BEING FOR ALL



INFANT-MATERNAL HEALTH • MENTAL HEALTH • HEALTH CARE ACCESS

## STRATEGIES: REDUCE RACIAL HEALTH DISPARITIES

1. Increase culturally relevant, reflective, and safe wellness models and programs defined and/or led by Black, Indigenous and People of Color.
2. Increase capacity in communities to address health disparities for Black, Indigenous and People of Color (example: invest in Fund Health Programs that are community- based and in which disparities are persistent).
3. Increase community-based health programs that address Black, Indigenous and People of Color. Advance clinic and community linkages to improve health access.
4. Increase patient and/or family information exchange with desire to expand current levels of linkage across the care coordination continuum.
5. Increase community-based maternal child health programming for Black, Indigenous and People of Color.

## INCREASE RESILIENCY AND TRAUMA SUPPORTS

1. Increase culturally safe and responsive trauma and resiliency programs (example: mental health programming) for Black, Indigenous and People of Color.
2. Cultural adaptation of behavioral or mental health intervention.
3. Embed culture brokers into care teams for individuals and families disengaged from mental health supports due to racism, power dynamics and distrust.



# > COMMUNITY RESILIENCY

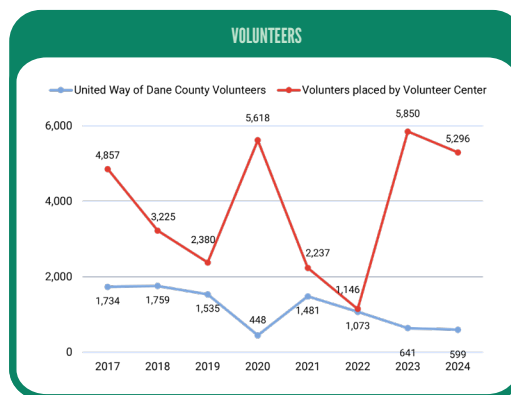
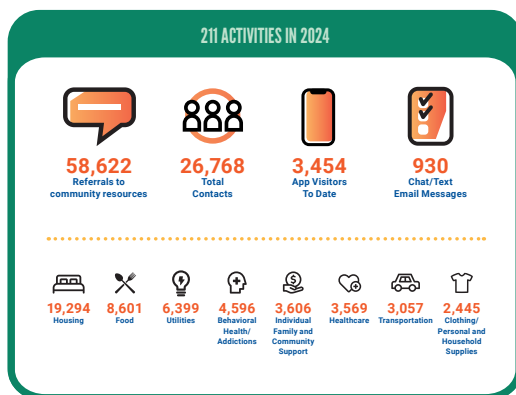
ADDRESSING URGENT NEEDS TODAY  
AND ADVANCING A BETTER TOMORROW



UNITED WAY 211 (24/7 ACCESS TO RESOURCES AND SERVICE COORDINATION)  
VOLUNTEER ACTIVATION • NONPROFIT CAPACITY BUILDING • DISASTER RESPONSE

- GOAL:**
1. Be a leader in social impact, connect people who need help with people who want to help in efficient and effective ways.
  2. Respond to community emergencies and assist in long-term recovery.
  3. Inspire individuals and families to get involved by developing meaningful community and corporate volunteer opportunities that build the nonprofit capacity of Dane County.
  4. Provide beyond the check support to strengthen the nonprofit ecosystem.

- MEASURE:**
1. Increase number of referrals to quality, curated community resources in 211 database.
  2. Increase number of volunteers mobilized through United Way's Volunteer Center.





# > COMMUNITY RESILIENCY

ADDRESSING URGENT NEEDS TODAY  
AND ADVANCING A BETTER TOMORROW



## 211 ACTIVITIES IN 2024



**58,622**  
Referrals to  
community resources



**26,768**  
Total  
Contacts



**3,454**  
App Visitors  
To Date



**930**  
Chat/Text  
Email Messages



**19,294**  
Housing



**8,601**  
Food



**6,399**  
Utilities



**4,596**  
Behavioral  
Health/  
Addictions



**3,606**  
Individual  
Family and  
Community  
Support



**3,569**  
Healthcare



**3,057**  
Transportation



**2,445**  
Clothing/  
Personal and  
Household  
Supplies

## 5,296 VOLUNTEERS IN 2024



**3,837 VOLUNTEERS**  
THROUGH CORPORATE AND COMMUNITY ENGAGEMENTS



**1,459 VOLUNTEERS**  
THROUGH VOLUNTEERYOURTIME.ORG

